



## PRESS RELEASE

14 November 2013

### NILOFER MERCHANT SCOOPS THINKERS50 FUTURE THINKER AWARD 2013

LONDON – Nilofer Merchant has won the Thinkers50 Future Thinker Award for 2013. The result was announced at a glittering awards ceremony at Drapers' Hall, London and presented by Cosimo Turroturro from the sponsors Speakers Associates.

Nilofer Merchant teaches innovation at Stanford and Santa Clara Universities. In a meteoric 20-year career, Merchant has gone from being an administrator to becoming a CEO and then board member of a NASDAQ-traded company. Along the way she has gathered monikers such as “the Jane Bond of Innovation” for her ability to guide Fortune 500 and start-up companies. She is the author of two best-selling books: *The New How* (O'Reilly, 2010); and *11 Rules for Creating Value in the SocialEra* (HBR Press, 2012).

“Nilofer Merchant is a compelling and original voice,” says Des Dearlove, co-founder of Thinkers50. “For this award we are looking for someone we believe will strongly influence the way managers manage and lead organizations going into the future. Nilofer’s work fits that description. It is changing things.”

The other shortlisted thinkers for the 2013 Future Thinker Award were:

**Dorie Clark:** Adjunct Professor of Business Administration at Duke University’s Fuqua School of Business, Clark is a former presidential campaign spokeswoman and a frequent contributor to the Harvard Business Review and Forbes. Recognized as a “branding expert” by the Associated Press, she is the author of *Reinventing You: Define Your Brand, Imagine Your Future* (HBR Press, 2013).

**Ioannis Ioannou:** Assistant Professor of Strategy and Entrepreneurship at London Business School, Ioannou’s research focuses on sustainability and corporate social responsibility, especially how environmental, social and corporate governance strategies can be implemented effectively.

**Whitney Johnson:** Johnson dared to dream when she began her Wall Street career as a secretary. With courage and persistence, by her forties she had risen to become an Institutional Investor-ranked sell-side analyst. She co-founded the investment firm Rose Park Advisors, is a regular contributor to the Harvard Business Review blogs, and is the author of the book *Dare, Dream, Do: Remarkable Things Happen When You Dare to Dream* (Bibliomotion, 2012).

**Ethan Molick:** Edward B. and Shirley R. Shils Assistant Professor of Management at the Wharton School, University of Pennsylvania, Molick studies innovation and entrepreneurship, and the ways in which an individual’s actions can affect firms and industries. His research includes the role of founding team members in the success of start-ups; the way in which communities of users come together to innovate; and the factors that drive the performance of entrepreneurial companies. Mollick is the

co-author of *Changing the Game: How Video Games Are Transforming the Future of Business*, (FT Press, 2008).

**Lee Newman:** Professor at IE Business School in Madrid, Lee Newman's work has been mainly in the area of positive psychology and behavioural science. Recently, he has explored the role of behavioural biases in human judgment and decision-making, and the impact they have when making decisions under risk and uncertainty. Prior to pursuing an academic career, he was a founder and senior manager in two technology-based startups in New York City (Brainstorm Interactive, and HR One), and served as a management consultant with McKinsey and Company in Chicago.

**Gianpiero Petriglieri:** Associate Professor of Organizational Behaviour at INSEAD, Petriglieri is the academic director of the school's initiative for Learning Innovation and Teaching Excellence, and chairs the World Economic Forum Global Agenda Council on new models of leadership. His interests bridge the domains of leadership, identity, adult development and experiential learning. He is a frequent *Harvard Business Review* blogger.

**Christian Stadler:** An Associate Professor in Strategic Management at Warwick Business School, Stadler is an expert on long-term success. For the past decade he has devoted his energy to the investigation of long-living corporations - how they grow, adapt, and consistently beat their competitors, to achieve sustainable competitive advantage. Stadler is the author of *Enduring Success. What we can learn from the history of outstanding corporations* (Stanford University Press, 2011). His work has been featured in the *Harvard Business Review* and has been translated into 11 languages.

### **About Thinkers50**

Thinkers50 scans, ranks and shares the best management ideas in the world and has been doing so since 2001.

### **About Stuart Crainer and Des Dearlove**

Des Dearlove & Stuart Crainer ([www.craingerdearlove.com](http://www.craingerdearlove.com)) are the founders and directors of Thinkers50. Stuart is editor of *Business Strategy Review*. Des is an associate fellow of Oxford University's Saïd Business School. Stuart and Des are the authors of more than 15 books available in 20 languages. Former columnists to *The (London) Times*, they are editors of *The Financial Times Handbook of Management*.

### **Contacts**

Stuart Crainer

[stuart.crainger@thinkers50.com](mailto:stuart.crainger@thinkers50.com)

(0044) 0118-9401360

Des Dearlove

[des.dearlove@Thinkers50.com](mailto:des.dearlove@Thinkers50.com)

(0044) 01342-826578

[www.thinkers50.com](http://www.thinkers50.com)

# # #