

Jay Rao

Professor, Strategy and Innovation, Babson

Facilitates & helps executives at Global 2000 enterprises to: (1) lead innovation, growth & change in turbulent contexts, (2) develop entrepreneurial leaders who can navigate uncertainty & ambiguity with strategic multi-dexterous skills, & (3) create a culture of innovation.



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📍 Boston

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Work

Professor
Babson

09/1995 - Present

Boston, USA

Member, Flavor Advisory Board
Firmenich

07/2015 - Present

Geneva, Switzerland

Member, Innovation Advisory Board
Bancolombia

07/2015 - Present

Medellin, Colombia

Member, Innovation Advisory Board
Ocean Spray

01/2000 - 01/2015

Boston, USA

Trustee
Hymamshu

2001 - Present

Bangalore, India

Projects

Novartis, BAE Systems, US Navy, Bayer, Medtronic, SABIC, Fresenius Medical Care, EMC, PWC, Merck, GlaxoSmithKline, Merrill Lynch, Fidelity, Masco, Assa Abloy Americas, Iberdrola, Repsol, BBVA, Telefonica, Instrumentation Labs, Bancolombia, Cementos Argos, Nutresa, Proteccion, Entel, Cofco China, GDTV China, Rainbow China, Pernod Ricard USA, McKesson, NADA, Gannett, Boston Scientific, Verti, Chilactra

Education

Ph.D., Management
UCLA

08/1989 - 08/1995

Los Angeles, USA

M.S., Operations Research
University of Kentucky

08/1987 - 06/1989

Lexington, KY, USA

B.Tech., Naval Architecture
Indian Institute of Technology

06/1983 - 05/1987

Chennai, India

Skills

Executive Advisor

Strategy & Growth Consulting

Strategy Implementation

Innovation Strategy

Innovation Labs & Projects

Innovation Culture

Entrepreneurial Leadership

Scale-Up Entrepreneurship

Family Business Strategy

Family Business Innovation

Publications

Leading Change & Radical Innovation: Big Bang vs Start Small
Babson Insight, Fall 2016

Innovation: Go Fast or Go Home
DealerExec, Q1 2016

How Customer Focused is Your Dealership Culture?
DealerExec, Q4 2015

Stop the Nonsense! Innovation is a Discipline
The European Management Review, 2014

Learning Emergent Strategies Through Design Thinking
Design Management Review, 2014

The Discipline & Culture of Innovation - A Socratic Journey
Book, Profit Editorial, 2013

How Innovative is Your Company Culture?
The MIT Sloan Management Review, 2013

To a More Innovative Culture - From Assessment to Action
The European Financial Review, 2013

Innovacion 2.0
Book in Spanish, Profit Editorial, 2012

Speaking the Lingua Franca of Innovation
IESE Insight, 2012

Failures

Two Failed Careers: (1) as an Engineer & (2) as a Mathematician

Two Dead Startups: EuroSpain.com (2000) & Edusult (2006)

Two Dead Books prior to publication (KomTek & Pixar)

Languages

English	●	●	●	●	●
Telagu & Kannada	●	●	●	●	○
Hindi	●	●	●	○	○
Tamil	●	●	●	○	○
Spanish	●	●	○	○	○