

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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WORK

Professor
Babson

09/1995 - Present

Boston, USA

Member, Flavor Advisory Board

Firmenich

07/2015 - 12/2018

Geneva, Switzerland

Member, Innovation Advisory Board

Bancolombia

07/2015 - 12/2018

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, Chillectra

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, Madras

06/1983 - 05/1987

Chennai, India

SKILLS

Executive Advisor

Strategy & Growth Consulting

Innovation Strategy

Innovation Labs & Projects

Innovation Culture

Family Business Strategy & Innovation

Entrepreneurial Leadership

Scale-Up Entrepreneurship

PUBLICATIONS

What Silicon Valley gets wrong (and right) about culture
QUARTZ AT WORK, 2018

Six Innovation Pain Points & How to Overcome Them
IESE Insight, 2018

Entrepreneurial Leaders in the VUCAH age
Grupo Sura Annual Report, 2017

Crystal Lagoons - Fernando Fischmann's Journey to Invent the Perfect Lagoon
Harvard Business Publishing, 2017

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

Innovation: Go Fast or Go Home
DealerExec, Q1 2016

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

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



Spanish

