

Rita McGrath

Expert on Business Strategy in Uncertain Environments; Acclaimed Thinkers50 Thought Leader and Author

Rita McGrath is a best-selling author, a sought-after advisor and speaker, and a longtime professor at Columbia Business School. Rita is one of the world's top experts on strategy and innovation and is consistently ranked among the top 10 management thinkers in the world, including the #1 award for strategy by Thinkers50. McGrath's recent book on strategic inflection points is *Seeing Around Corners: How to Spot Inflection Points in Business Before They Happen* (Houghton Mifflin Harcourt, 2019). Rita is the author of four other books, including the best-selling *The End of Competitive Advantage* (Harvard Business Review Press, 2013).

Rita is recognized as one of a small group of experts who have built today's best-in-class innovation practices, and her tools were integral to the ideas behind the "lean startup" movement. She has won many awards for her work and impact, including the "Theory to Practice" award from the Vienna Strategy Forum and multiple "best book" awards for her work.

Since early 2020, Rita has created workshops, strategy sessions and keynotes, applying her tools and frameworks to strategy under high levels of uncertainty to specific issues organizations are facing. As Rui Barbas, the Chief Strategy Officer for Nestle USA said, "You were incredibly insightful and, despite the virtual setting, there was lots of engagement and comments from leaders sharing eye-opening observations and building on your examples throughout. You delivered the inspiration and illustration desired and it was exactly the right focus and challenge for this team. Appreciate your time throughout the process to align on content and delivery. The future-focus theme was the perfect close to our leadership summit."

Rita's work is focused on creating unique insights. She has also founded [Valize](#) a companion company, dedicated to turning those insights into actionable capability.

Her work is often cited in the press, including The Wall Street Journal, The New York Times, The Washington Post, the Financial Times, CNN Business, and NPR's Marketplace. She has been rated one of the 25 smartest women to follow on Twitter by Fast Company and was voted HR Magazine's "Most Influential International Thinker." One of the most published authors in the Harvard Business Review, Rita's writing includes the breakthrough article "Discovery Driven Planning" (1995).

Previously in her career, Rita served as an IT director, worked in the political arena, and founded two startups. She received her Ph.D. from the Wharton School (University of Pennsylvania) and has degrees with honors from Barnard College and the Columbia School of International and Public Affairs. You can follow Rita on all the major social platforms, such as Twitter @rgmcgrath. She is married and is proud to be the mother of two delightful grownups.