



## ADRIAN SLYWOTZKY

Adrian Slywotzky is a Partner Emeritus of Oliver Wyman, a leading global management consulting firm. Since 1979, he has consulted to Fortune 500 companies from a broad cross-section of industries, working extensively at the CEO and senior executive level for major corporations on issues related to new business development and creating new areas of value growth. *The Times* of London has named Mr. Slywotzky one of the top 50 business thinkers, *Industry Week* has named him one of the six most influential management thinkers, and the *Harvard Business Review* has included him in its “Thinkers50” listing of the world’s 50 most influential management gurus.

Mr. Slywotzky is the author of *Demand: Creating What People Love Before They Know They Want It* (2011), *The Upside* (2007), *The Art of Profitability* (2002), and *Value Migration* (1996). He is the co-author of *The Profit Zone* (1998), *Profit Patterns* (1999), *How Digital Is Your Business?* (2000), and *How to Grow When Markets Don’t* (2003). *Business Week* named *The Profit Zone* one of its Top 10 Business Books of 1998. *The Upside* was on the *Financial Times* list of Best Business Books of 2007.

Adrian and Tom Main co-authored “The Quiet Health-Care Revolution,” which appeared in *The Atlantic* (2011), “The Volume-to-Value Revolution: Rebuilding the DNA of Health from the Patient In” (2012), and “The Patient-to-Consumer Revolution: How High Tech, Transparent Marketplaces, and Consumer Power are Transforming U.S. Healthcare” (2014).

A frequent speaker on the changing face of business strategy and business design, Mr. Slywotzky has been featured at The World Economic Forum in Davos, Switzerland, and has been a keynote speaker at a number of senior executive conferences, including the Microsoft CEO Summit, the *Forbes*, *Fortune*, and *Business Week* CEO Conferences, and *CFO Magazine* and Conference Board conferences. He has written for numerous leading publications including *Harvard Business Review*, *Business Week*, *The Wall Street Journal*, *Fortune*, *Fast Company*, *Business 2.0*, *the Boston Globe*, *Sloan Management Review*, *the Journal of Business Strategy*, *Harvard Management Update*, *Investor’s Business Daily*, and *Sales & Marketing Management*.

Mr. Slywotzky holds degrees from Harvard College, Harvard Law School, and Harvard Business School.