HiCue speakers
Higher Content & Inspiration



MOHANBIR SAWHNEY

Leading Authority on New Media Marketing

Ranked by BusinessWeek among the 25 most influential people in e-business, Mohanbir Sawhney is a globally recognized scholar, teacher and consultant in strategic marketing, innovation and new media.

His research and teaching interests include marketing and media in the digital world, process-centric marketing, collaborative marketing, organic growth and network-centric innovation, and has been published in leading journals like California Management Review, Harvard Business Review, Journal of Interactive Marketing, Management Science,

Marketing Science, MIT Sloan Management Review, and Journal of the Academy of Marketing Science.

His most recent books are "Collaborating with Customers to Innovate" (2008) and "The Global Brain: Roadmap for Innovating Smarter and Faster in the Networked World" (2007). He has also written several influential trade articles in publications like the Financial Times, CIO Magazine, and Business 2.0.

He has won several awards for his teaching and research, including the Accenture Award for the best paper published in California Management Review (2001), the Sidney Levy Award for Teaching Excellence at Kellogg (2006), the Light of India Award, and the Distinguished Alumni Award by the Indian Institute of Management (both in 2011). Students also nominated him as "one of the top 5 professors at Kellogg" (2008, 2009).

His speaking and consulting clients include Accenture, Adobe Systems, Alticor, Banco Real, Boeing, Celanese, Cisco Systems, Dell, DuPont, Ericsson, Fidelity Investments, General Mills, Honeywell, IBM Consulting Services, Infosys, Johnson & Johnson, Juniper Networks, Kellogg Company, Kraft Foods, McDonald's, Microsoft, Motorola, MTV Networks, Nissan Motor, Nomura Research Institute, SAP, Sony, Teradata, and Thomson Corporation.

Mohanbir Sawhney holds a master's degree in Management from the Indian Institute of Management and a Ph.D in Marketing from Wharton School of Business. He serves on the boards and advisory boards of several technology startup companies like EXLservice, Bahwan Cybertek, Cross-Tab Group, Firescope, and Pagewell, and is a fellow of the World Economic Forum.

TEMAS

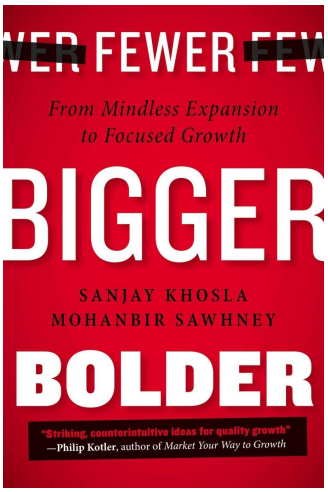
Mohanbir tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Marketing
- Internet Commerce

- Information Technology
- Innovation and Creativity

PUBLICACIONES

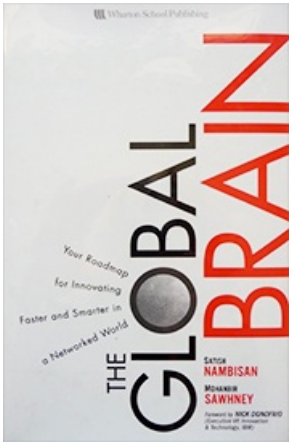
Libros



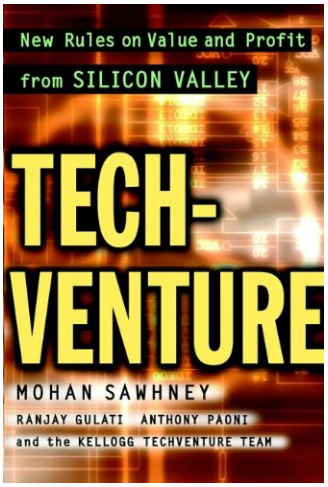
FEWER, BIGGER, BOLDER



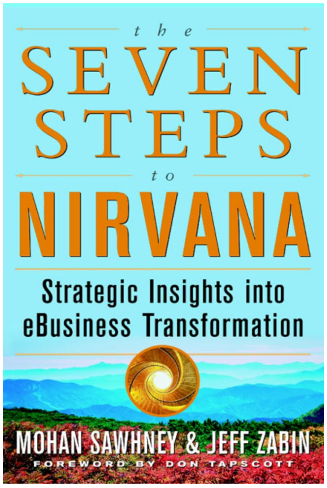
LOVE, LONGING & LONELINESS



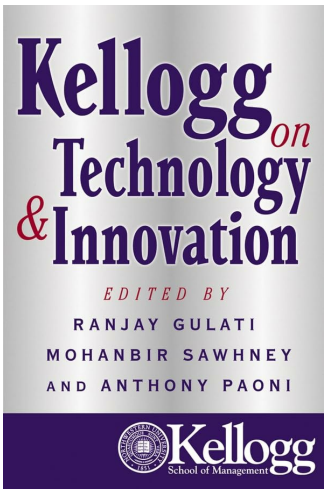
THE GLOBAL BRAIN



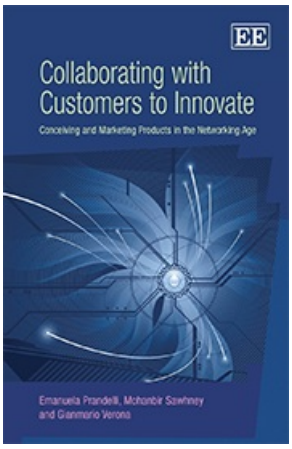
TECHVENTURE



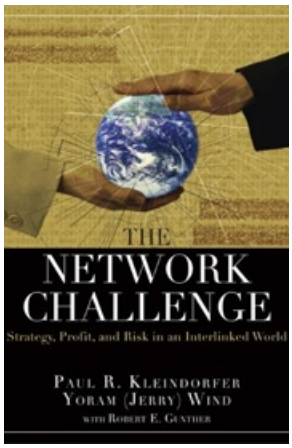
THE SEVEN STEPS TO NIRVANA



KELLOGG ON TECHNOLOGY AND INNOVATION



COLLABORATING WITH CUSTOMERS TO INNOVATE



THE NETWORK CHALLENGE

CONDICIONES

- **Travels from:** Chicago, USA
- **Fee Range:** Please Inquire