

Martin Reeves

Martin Reeves is a Senior Partner and Managing Director in BCG's New York office. Martin also leads The Strategy Institute, BCG's vehicle for exploring ideas from beyond the world of business, which have implications for strategy. Current research themes include modes of strategic thought, the changing relationship between business and society, the future of strategy, and framing strategy in a downturn.



Martin joined BCG in London in 1989 and later moved to Tokyo, where he led the Japan health care practice for eight years and was responsible for BCG's business with Western clients.

He has led strategy assignments in healthcare, consumer goods, financial services, and industrial goods in Japan, US, and Europe for both individual companies and industry associations.

Before joining BCG, Martin worked for ICI, in Japan and the UK, in marketing and strategic planning. Martin holds a triple first class MA in natural sciences from Cambridge University and an MBA from Cranfield School of Management. He also studied Japanese at Osaka University of Foreign Studies and biophysics at the University of Tokyo.