



Chris Trimble has dedicated the past ten years to studying a single challenge that vexes even the best-managed corporations: *how to execute an innovation initiative*. Most recently, he published “How GE is Disrupting Itself” in the October 2009 *Harvard Business Review*, with Jeff Immelt and Vijay Govindarajan.

Chris first broke into the forefront of executive consciousness with his December 2005 book *Ten Rules for Strategic Innovators – from Idea to Execution*. In June 2006, the *Wall Street Journal* published a Top Ten Recommended Reading list that included *Ten Rules* alongside *Freakonomics*, *The Tipping Point*, and *Blink*. Later that year, *Strategy & Business* magazine recognized *Ten Rules* as the best strategy book of the year.

Chris’s career mixes rigorous academic research with hard-nosed practical experience. His interest in innovation within large organizations developed early in his career, when he was a submarine officer in the United States Navy. He currently is seeing the payoff from his work — its real-world application — as he works shoulder-to-shoulder with innovation leaders in several leading corporations. Chris is on the faculty at the Tuck School of Business at Dartmouth, recently ranked the world’s best MBA program by the *Wall Street Journal* and *Forbes*.

Chris is a frequent speaker on the topic of innovation, and has spoken all over the world.

Public Forums: The *BusinessWeek* CEO Forum, the Conference Board’s Innovation Conference, multiple events sponsored by the *Harvard Business Review*.

Corporate Clients: General Electric, IBM, Microsoft, Fidelity, Sears, Dow, Aetna, Deloitte, Thomson Reuters, Mars Inc, Guidant, Gaylord Entertainment, Computer Sciences Corporation (CSC), Constellation Software, Moody’s Investor Services, FMC Corporation, SK Corporation, Novozymes A/S, PBS & J Corporation, and the UK’s National Health Service.

Associations and Membership Groups: The Integrated Media Association, the Young President’s Organization, the American Public Power Association, the Center for Corporate Innovation, the US Chamber of Commerce, Outsell Inc, the Institute of Management Studies, the Professional Convention Management Association (PCMA), the Association of Independent Corrugated Converters, CUSO Financial Services, the Life Office Management Association, and ASAE & The Center for Association Leadership.

Executive Education Programs: The Tuck School at Dartmouth, Carnegie-Mellon, the Technical University of Denmark, Monterrey Tech, and the University of Dayton.

Chris has published in the *MIT Sloan Management Review*, *California Management Review*, *BusinessWeek*, *Fast Company* and *The Financial Times*.

Chris is also a Senior Advisor at Booz & Company. He holds an MBA degree *with distinction* from the Tuck School, and a bachelor of science degree *with highest distinction* from the University of Virginia.