



**Chris Trimble** ([www.chris-trimble.com](http://www.chris-trimble.com)) has dedicated more than a decade to studying a single challenge that vexes even the best-managed organizations: *how to execute an innovation initiative*.

In September of 2013, Chris published *Beyond the Idea: How to Execute Innovation in Any Organization*, his fifth book on the topic with co-author Vijay Govindarajan. Chris and Vijay also collaborated on the *New York Times* bestseller *Reverse Innovation: Create Far From Home, Win*

*Everywhere*, which focuses on the specific challenge of innovating to propel growth in emerging markets, and *How Stella Saved the Farm*, a simple story that instigates productive conversations about what it really takes to make innovation happen.

Notable articles include “Stop the Innovation Wars,” with Vijay Govindarajan, in the July-August 2010 *Harvard Business Review*, which won a McKinsey Award, second place, for the magazine’s best articles of the year, and “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*. *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.

Chris is currently on the faculty at the Tuck School of Business at Dartmouth and at The Dartmouth Center for Health Care Delivery Science. He is currently immersed in a multi-year effort to apply his work to the specific challenge of innovation in health care delivery.

Chris is a frequent keynote speaker and has spoken all over the world. He has also published in the *MIT Sloan Management Review*, *California Management Review*, *BusinessWeek*, *Forbes*, *Fast Company* and *The Financial Times*. 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.