



Chris Trimble (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 the McKinsey Award winning “Stop the Innovation Wars” in the July-August 2010 *Harvard Business Review*, and “How GE is Disrupting Itself” in the October 2009 *Harvard Business Review* with Vijay Govindarajan and GE Chairman Jeff Immelt.

Chris is on the faculty at the Tuck School of Business at Dartmouth and The Dartmouth Center for Health Care Delivery Science. He has spoken all over the world.