



Chris Trimble (www.chris-trimble.com) has dedicated more than a decade to studying a single challenge that vexes even the best-managed corporations: *how to execute an innovation initiative*. He has published five books on the topic, including the *New York Times* bestseller *Reverse Innovation: Create Far From Home, Win Everywhere*. He is on the faculty at the Tuck School of Business at Dartmouth and The Dartmouth Center for Health Care Delivery Science, and he has spoken all over the world.