



## **Alasdair Trotter**

### Partner

Alasdair is a Partner at Innosight where he specializes in innovation strategy & incubation within the healthcare, finance & technology industries. He works with senior level teams of Fortune 500 companies, helping clients identify high potential growth opportunities, develop new business models & launch new growth ventures. After joining Innosight in 2006, Alasdair moved to Singapore to help launch Innosight Ventures, where he focused on the investment and incubation of a portfolio of startups. In 2008, Alasdair founded Guaranteach, a startup focused on creating disruptive instructional solutions for the education market. Alasdair raised seed funding from Innosight Ventures and subsequent rounds of funding from The Bill & Melinda Gates Foundation and the New Schools Venture Fund. Alasdair led Guaranteach as Chief Operating Officer from 2008 until 2011, when it was acquired by Sophia Learning.

Prior to joining Innosight, Alasdair lived and worked in a variety of countries around the world including the United Kingdom, Singapore, Zimbabwe and the United States. In the US, Alasdair was a Business Manager with Capital One where he managed marketing strategy and led innovation efforts for one of Capital One's domestic credit card businesses.

Alasdair is a frequent speaker and lecturer on the subject of innovation & entrepreneurship, and has taught a variety of classes at Stanford's d:school, the NYU Stern MBA program and at Dartmouth's MBA program. He is also a judge for the annual Dell Social Innovation Competition.

Alasdair has a Masters degree in Physics from the University of Oxford and an MBA with Distinction from the Tuck School of Business at Dartmouth, where he was elected an Edward Tuck scholar.

### **PUBLICATION HIGHLIGHTS**

“How CFOs Can Take the Long-Term View In A Short-Term Economy,” *Harvard Business Review*, 2014.