



## **David S. Duncan**

**Senior Partner**

David S. Duncan is a Senior Partner at Innosight, focused on helping leaders to develop customer-centric teams, strategies, and organizations. He has advised and written extensively on how organizations can build systematic capabilities for innovation and is a leading authority on the theory and application of “jobs to be done.”

David is a featured speaker and author on topics of innovation and growth. His latest book “The Secret Lives of Customers,” (Hachette Publishing Group, May 2021) uses a unique approach to “solve the mystery of customer behavior.” Previously he co-authored two books and a number of influential articles in the Harvard Business Review, including the Wall Street Journal bestseller *Competing Against Luck: The Story of Innovation and Customer Choice*, written with the late Harvard Business School professor Clayton Christensen.

Prior to Innosight, David worked as a consultant at McKinsey & Company and earned a PhD in physics from Harvard.

### **Publication Highlights**

*The Secret Lives of Customers*, Hachette Publishing Group, 2021.

“Unlock the Hidden Value in Your Innovation Pathways,” Innosight, 2021.

“Strengthen Your Innovation Capabilities to Drive Performance,” Innosight, 2020.

“Reset Your Innovation Portfolio to Reflect the New Reality,” Innosight, 2020.

“10 Questions for Executives in Uncertain Times,” Innosight, 2020.

“The ‘Big-Event Disruption’ Playbook,” Innosight, 2020.

“Why Your Company Needs a Common Innovation Language,” Innosight, 2020.

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## **Publication Highlights**

“Knowing When to Reinvent,” *Harvard Business Review*, 2015.

“Build an Innovation Engine in 90 Days,” *Harvard Business Review*, 2014.

*Competing Against Luck: The Story of Innovation and Customer Choice*, HarperBusiness, 2014.

*Building a Growth Factory*, Harvard Business School Press, 2012.