

# Meet Mark W. Johnson



Mark Johnson is a co-founder and Senior Partner of Innosight, a strategic innovation consulting and investing company with offices in Massachusetts, Singapore and Switzerland, which he co-founded with Harvard Business School professor Clayton M. Christensen. He has been a strategic advisor to both Global 1000 and start-up companies in a wide range of industries—including automotive, health care, aerospace/defense, enterprise IT, energy, and consumer packaged goods. He has advised Singapore's government on innovation and entrepreneurship.

Mark's most recent work has focused on helping companies envision and create new growth, manage transformation, and achieve renewal through business model innovation, and he is a frequent writer and speaker on these topics.

He is the author of the new book **Reinvent Your Business Model: How to Seize the White Space for Transformative Growth** (July 2018), and coauthor of the new book **Dual Transformation: How to Reposition Today's Business While Creating the Future**, a blueprint for how successful

companies can leverage disruptive change to fortify today's business and create tomorrow's growth engine. He is also the co-author of the best-selling book *Seizing the White Space: Business Model Innovation for Growth and Renewal* and coauthor of the McKinsey award-winning Harvard Business Review article, "Reinventing Your Business Model." In addition, Mark has published articles in the Sloan Management Review, BusinessWeek, Advertising Age, and National Defense.

Prior to co-founding Innosight, Mark was a consultant at Booz Allen Hamilton, where he advised clients on managing innovation and implementing comprehensive change programs. Before that, he served as a nuclear power-trained surface warfare officer in the U.S. Navy.

Mark received an MBA from Harvard Business School, a master's degree in civil engineering and engineering mechanics from Columbia University, and a bachelor's degree with distinction in aerospace engineering from the United States Naval Academy.

## Recent Accolades

[2019 Axiom Business Book Award Bronze Medalist in Business Theory](#)



## Speaking Clips

[2016 Stern Speakers: Transformational Innovation & The Future Back Strategy](#)

[2016 Stern Speakers: Core vs. Transformational Innovation](#)



## Social Media

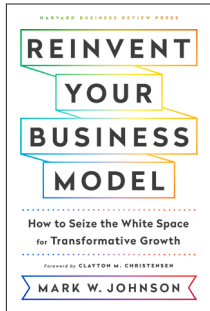
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[markwilliamjohnson](#)



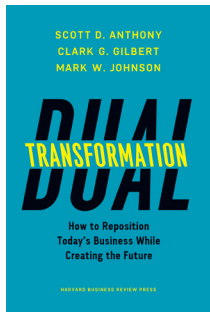
## Books



### **Reinvent Your Business Model** How to Seize the White Space for Transformative Growth

By Mark W. Johnson

July 2018



### **Dual Transformation** How to Reposition Today's Business While Creating the Future

By Scott D. Anthony, Clark Gilbert, Mark W. Johnson

April 2017



### **The Innovator's Guide to Growth** Putting Disruptive Innovation To Work

By Scott D. Anthony, Mark W. Johnson, Joe Sinfield, Elizabeth J. Altman

June 2008

## Harvard Business Review Articles



### **Digital Growth Depends More on Business Models than Technology**

By Mark W. Johnson

December 2018



### **New Business Models in Emerging Markets**

By Mark W. Johnson, Matt Eyring, Hari Nair

January 2011



### **A New Framework for Business Models**

By Mark W. Johnson

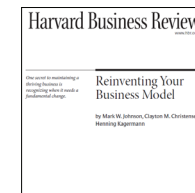
January 2010



### **How to Jump-Start the Clean-Tech Economy**

By Mark W. Johnson, Josh Suskewicz

November 2009



### **Reinventing Your Business Model**

By Mark W. Johnson, Clayton M. Christensen, Henning Kagermann

December 2008

## **Reinvent Your Business Model: Unlocking Transformational Growth**

Once upon a time, new business models were considered the domain of startups. No longer. Digital disruption and shrinking business model lifespans mean that incumbents can – and must – be built to transform: Apple, Amazon, Netflix and others show how it's done. But as these transformers prove, a new technology alone is not enough to propel a business to new growth. The business model that accompanies it is critical to its success or failure. In this presentation, Mark Johnson explores how organizations in any industry can build a repeatable business model capability by relentlessly focusing on unmet customer needs, keeping the influence of the core model in check to give new models a chance, and responding quickly to and leveraging new technologies, market shifts and platforms. What's more, Johnson addresses what is perhaps the most important element to unlocking transformational growth: building in the likelihood of failure – and performing quick experiments in the market to refine the model.

## **Dual Transformation: How to Reposition Today's Business While Creating the Future**

Disruptive change is accelerating. It will cause half of the S&P 500 roster to fall off that list over the next decade. Mark W. Johnson shows how disruption can be converted from a looming threat into your next great growth opportunity. Based on insights in his new book, Johnson explores the power of the two-track “dual transformation” to A) fortify your core business today while B) creating your company's growth engine of tomorrow. Connecting these two efforts: the distinctive and hard-to-replicate capabilities that make your company great. Johnson also reveals the characteristics that transformative leaders must embrace: courage, clarity, curiosity, and conviction. Building on lessons learned in his experience with a diverse array of companies, from Johnson & Johnson to Ford Motor Co., Mark helps guide executives through the journey of creating the next version of themselves, enabling them to own the future rather than be disrupted by it.

## **The Imperative of Long-Term Innovation**

Long-term innovations – think Nestle's Nespresso or Apple's iTunes and “digital hub” devices – can take 10 years or longer to achieve lift off. But when they do, their ability to create and transform markets and propel companies to greatness is powerful. So why is long-term innovation so hard to do? Mark Johnson breaks down the impediments – from unconscious human biases to management systems that favor maintaining the status quo – and describes how a system built on “long-view leadership” and an agile, test and learn approach to launching new initiatives can enable the kind of innovation that changes markets and lives.

Innosight is the growth strategy arm of Huron. We focus on helping companies design and create the future. We work with companies to imagine and create new ways to grow in their core business and in markets that don't yet exist. We work with clients to build the capabilities they need to seize new opportunities and manage through organizational conflicts that arise along the way. We're different from other strategy firms because we look at the future through lenses that combine creativity and analytical rigor, and we help build organizational momentum to ensure long-term success. Our clients often tell us we change the way they think about and see the future, enabling them do things they could never do before.

Fueling our insights are the ideas of our co-founder, Harvard Business School Professor Clayton Christensen, whose books on innovation (including **The Innovator's Dilemma**, **The Innovator's Solution**, **Seeing What's Next**, **Disrupting Class**, **The Innovator's Prescription**, **The Innovator's DNA**, **Competing Against Luck**, and **How Will You Measure Your Life?**) have sold more than one million copies. Our recent publications—Harvard Business Review Press published books **The Little Black Book of Innovation**, **Building a Growth Factory**, **The First Mile** and **Dual Transformation** and Harvard Business Review Articles "The New Corporate Garage," "Two Routes to Resilience," "Building an Innovation Engine in 90 Days," and "Knowing When to Reinvent" – detail our thinking on how to make successful innovation predictable and how to design and lead organizations through strategic transformations.

We further honed our tools and approach through in-depth work with leading organizations such as Johnson & Johnson, Aetna, Boeing, Citi, Bose, Ford, Medtronic, Swisscom, Walgreens—all of which have applied our thinking to manage various aspects of innovation.

Our values-driven delivery model leads to unique insight that drives long-term impact. We are intellectually curious, seeking to address questions that lack adequate answers. We follow inclusive approaches to

problem solving, blending creativity and analytical rigor. We collaborate closely with clients, with a goal of helping our clients build capabilities that allow them to "do it themselves." We are transparent about our approach to help embed capabilities into our clients' internal processes. We are humble and recognize and respect our client's capabilities. And we take initiative, working on concrete projects so clients can build their confidence in applying the principles by taking ideas from insight through to shaping, screening, and business planning.

For more information contact us at [SpeakingInquiries@innosight.com](mailto:SpeakingInquiries@innosight.com) or visit [www.innosight.com](http://www.innosight.com).

