

## Michael Steep

Executive Director, Stanford Engineering Center for Disruptive Technology and Digital Cities, & Former SVP of Global Business Operations at PARC Xerox

Disruptive technology is growing at an exponential rate, but few people know how to transform disruption into opportunity. Drawing on decades of experience driving innovation and leading operations at companies including Apple and Microsoft, Mike Steep shares strategies on how to leverage emerging technology into bottom line business opportunities. Throughout his career, Mike has worked in the presence of industry legends including David Packard, Bill Gates, and Satya Nadella, witnessing first-hand some of the greatest breakthroughs and transformations within organizations and entire industries. All of this change has been powered by the invention of the digital camera, cloud computing, mobile devices, IoT, meta-materials, and privacy preserving analytics.

Mike is currently the founder and Executive Director of Stanford's Engineering Center for Disruptive Technology and Digital Cities, a global speaker, and contributing editor to *Forbes*. He reveals the specific process companies can use to transform disruptive technology into exponential opportunity, and is the speaker for groups asking themselves "What can I do now to get ahead of disruptive technologies? How do I acquire the right talent, organization, and structure to drive innovation more effectively?"

Mike is the former SVP of Global Business Operations at PARC, where he worked with CEO's and R&D executives from companies including BMW, Google, P&G, L'Oreal, and Air Bus to transform technology disruption of their industries into new lines of business. Mike believes we are at the beginning of a new golden age—where emerging technologies define who we are, what we can accomplish, and how we can redefine entire companies and industries. Just as Apple transformed the mobile industry through the introduction of the iPhone, emerging technologies will offer exponential opportunities if we know how to capitalize on them. As Mike explains, "innovation is not a drawn-out process or the result of a "light bulb" moment, but rather the ability to apply the right idea, technical expertise, and business model to a strategic problem." Exclusively represented by [Leading Authorities speakers bureau](#), Mike speaks passionately and with great insight about the importance of making disruptive technologies trump company culture and legacy competencies—not the other way around.

Mike has had an exceptional career with more than two decades of global operating experience at companies including HP, Apple, IBM, Microsoft, and PARC's world-renowned innovation center. Mike earned his MBA from the University of Virginia, and his BA from the University of Pennsylvania.

He is an Adjunct Professor of Digital Business at Imperial College London and has served on several Smart Cities Boards including the City of London, advising commercial clients on the impact of emerging technology in their industries.