

Joseph Pine

Expert On Experience Staging & Mass Customization

B. Joseph Pine II is an internationally-acclaimed author, speaker, and management advisor to numerous Fortune 500 companies and entrepreneurial start-ups alike. He is co-founder of Strategic Horizons LLP, a thinking studio dedicated to helping businesses conceive and design new ways of adding value to their economic offerings.

In 1999, Pine and his partner, James H. Gilmore, wrote the best-selling book, *The Experience Economy: Work Is Theatre & Every Business a Stage*, which demonstrates how goods and services are no longer enough; what companies must offer today are **experiences**—memorable events that engage each customer in an inherently personal way. Published in fifteen languages and named one of the 100 best business books of all time by *800ceoread*, in 2011, *The Experience Economy* came out for the first time in paperback as an updated edition with new ideas, new frameworks, and many, many new exemplars.

In 2011, Pine also co-wrote the book, *Infinite Possibility: Creating Customer Value on the Digital Frontier*, with Mr. Kim C. Korn, which describes how to use digital technology to stage experiences that fuse the real and the virtual. At its core is a new framework called the Multiverse that builds on the fundamental nature of the created universe—time, space, and matter—by showing how digital technology flips each of these dimensions on their head to create new worlds, first in our imagination and then in our experience.

In 2007, Pine wrote the book, *Authenticity: What Consumers Really Want*, with Mr. Gilmore, which recognizes that in a world of increasingly paid-for experiences, people no longer accept the fake from the phony, but want the real from the genuine. Amazon.com named it one of the top ten business books of 2007 while a cover story in *TIME* magazine cited it as one of “10 ideas that are changing the world”.

His first book was the award-winning, *Mass Customization: The New Frontier in Business Competition*, which details the shift companies are making from mass producing standardized offerings to mass customizing goods and services that efficiently fulfill the wants and needs of individual customers. *The Financial Times* chose it as one the seven best business books of 1993.

Pine consults with a numerous companies around the world, helping them embrace the ideas and frameworks he writes about, develop concepts for creating more economic value, and see those concepts become reality. In his speaking and teaching activities, Pine has addressed both the World Economic Forum and TED and has been a Visiting Scholar with the MIT Design Lab and a Visiting Professor at the University of Amsterdam. He has also taught at Penn State, Duke Corporate Education, the University of Minnesota, and UCLA's Anderson Graduate School of Management. He serves on the editorial boards of *Strategy & Leadership* and *Strategic Direction*, and is a Senior Fellow with both the Design Futures Council and the European Centre for the Experience Economy, which he co-founded.

Prior to cofounding Strategic Horizons, Pine held a number of technical and managerial positions with IBM. He is a prolific writer, including articles for the *Harvard Business Review*, *The Wall Street Journal*, *Chief Executive*, *Worldlink*, *CIO*, *Strategy & Leadership*, and the *IBM Systems Journal*, among many others. He is frequently quoted in such places as *Forbes*, *The New York Times*, *Wired*, *USA TODAY*, *Investor's Business Daily*, *ABC News*, *Good Morning America*, *Fortune*, *Bloomberg BusinessWeek*, and *Industry Week*.

