

## Ram Charan

Best-Selling Author and Expert on Business Strategy

In his work with companies including Toyota, Bank of America, Key Bank, ICICI Bank, Aditya Birla Group, Novartis, Max Group, Yildiz Holdings, UST Global, Fast Retailing (Uniqlo), Humana, Matrix, Longfor and two of the four largest digital companies in China, he is known for cutting through the complexity of running a business in today's fast changing environment to uncover the core business problem.

His real-world solutions, shared with millions through his books and articles in top business publications, have been praised for being practical, relevant and highly actionable — the kind of advice you can use Monday morning. Jack Welch, former Chairman of GE said, "He has the rare ability to distill meaningful from meaningless and transfer it to others in a quiet, effective way."

Professor Charan has coached more than a dozen leaders who went on to become CEOs. He reaches many more up and coming business leaders through in-house executive education programs. His energetic, interactive teaching style has won him several awards, including the Bell Ringer award at GE's famous Crotonville Institute and best teacher award at Northwestern.

He was among Business Week's top ten resources for in-house executive development programs. Ram has authored or coauthored more than 30 books that have sold over 4 million copies in more than a dozen languages. Four of his books were Wall Street Journal bestsellers, including Execution (coauthored with former Honeywell CEO Larry Bossidy), which spent more than 150 weeks on the New York Times bestseller list. He also has written for publications including over 12 articles for Harvard Business Review, 12 articles for Fortune and numerous articles for BusinessWeek, Time, Chief Executive and USA TODAY.

Ram was elected a Distinguished Fellow of the National Academy of Human Resources and was named one of the most influential people in corporate governance and the board room by Directorship magazine. He has served on the Blue Ribbon Commission on Corporate Governance and serves or has served on a dozen boards in the US, Brazil, China, India, Canada, and Dubai.