



# Prof. Andrew McAfee

Management Theorist IT Research Scientist and Author



## CSA CELEBRITY SPEAKERS

Andrew McAfee is currently a principal research scientist at the Center for Digital Business in the MIT Sloan School of Management, and a fellow at the Harvard's Berkman Center for Internet and Society. Andrew McAfee studies the ways that information technology (IT) affects businesses and business as a whole. His research investigates how IT changes the way companies perform, organize themselves, and compete. At a higher level, his work also investigates how computerization affects competition itself - the struggle among rivals for dominance and survival within an industry.

**Andrew is an expert at helping companies formulate and execute IT strategies**

### In detail

In 2008, Andrew was named by the editors of the technical publishing house Ziff-Davis number 38 in their list of the "100 Most Influential People in IT." In 2009, he was the only non-executive in the Everything Channel's group of the 100 most influential executives in the technology industry. He speaks frequently to both academic and industry audiences, and has taught in executive education programs around the world. Andrew is the author or co-author of more than 100 articles, case studies and other materials for students and teachers of technology. He has written columns for the Washington Post, the Financial Times, and Canadian Manager, and has been a guest on the Charlie Rose show.

### What he offers you

Andrew offers decision makers the necessary tools and strategies to facilitate organizational change, improve performance and create wealth. His current research falls into two categories. The first is an exploration of how Web 2.0 technologies can be used within the enterprise, and what their impact is likely to be. The second is a study of IT's impact over time on the structure of US industries and the nature of competition within them.

### How he presents

Andrew's tailor made presentations are well researched and filled with essential information designed specifically for maximum impact using new technologies to achieve business goals.

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone or e-mail us.

### Publications

#### 2014

The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies

#### 2012

Race Against the Machine: How the Digital Revolution is Accelerating Innovation, Driving Productivity, and Irreversibly Transforming Employment and the Economy

#### 2009

Enterprise 2.0: New Collaborative Tools for Your Organization's Toughest Challenges

#### 2002

Operating an E-Business

### Topics

The Future of Work  
 Enterprise Resource Planning  
 Information Technology  
 Operations Management  
 Organizational Change and Transformation  
 Supply Chain Management  
 Enterprise 2.0