



# Prof. Erik Brynjolfsson

Leading Authority on the Economics of IT



## CSA CELEBRITY SPEAKERS

Erik Brynjolfsson is the Schussel Family Professor at the MIT Sloan School of Management, Director of the MIT Center for Digital Business, Chair of the MIT Sloan Management Review, and the Editor of the Information Systems Network.

**"Erik Brynjolfsson provides an important roadmap for future technology innovation"**

### In detail

Erik Brynjolfsson earned his A.B., Magna cum laude, and S.M. in Applied Mathematics and Decision Sciences at Harvard University. He received a Ph.D. in Managerial Economics from the MIT Sloan School of Management and has served on the faculties of MIT, Harvard and Stanford Business School. At MIT, he teaches a class on The Economics of Information: Strategy, Structure and Pricing and hosts a related blog Economics of Information. He has made important contributions to the world of IT Productivity research and his research has been recognised with nine "best paper" awards by fellow academics and five U.S. patents. He currently serves as a director or advisor for several firms and non-profit organisations.

### What he offers you

Prof. Brynjolfsson's research and teaching focuses on how businesses can effectively use information technology (IT) in general and the Internet in particular. He lectures and consults worldwide on Internet strategy, pricing models and intangible assets to audiences interested in the business and economics of information technology.

### How he presents

In his concise, valuable presentations, Erik Brynjolfsson skilfully provides a wealth of evidence about the effects of business investments in information technology on companies and the overall economy.

### Topics

The Second Machine Age: Work, Progress and Prosperity in a Time of Brilliant Technologies  
Big Data and Data Driven Decision Making  
Competing in the Age of Omni Channel Retailing  
Using IT to Drive Innovation  
Productivity and Employment in the Digital Economy  
Internet Commerce and Competition: The Long Tail

### 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, fax or e-mail us.

### Publications

#### 2016

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

#### 2009

Wired for Innovation: How Information Technology is Reshaping the Economy (with Adam Saunders)

#### 2017

Machine, Platform, Crowd: Harnessing the Digital Revolution (with co-author Andrew McAfee)