Access to Experts

Mitra M. Best , U.S. Innovation Leader , PricewaterhouseCoopers

Mitra M. Best is the U.S. Innovation Leader at PricewaterhouseCoopers, leading the disciplined approach to inspire, evaluate and implement innovative ideas across the organization with the critical mission to support the development of new services and market opportunities across industries. Mitra influences and advises PwC senior leaders on new ideas and approaches to organizational strategy, works with clients and third parties to foster open innovation, and promotes the PwC brand as an innovative leader in the marketplace.

Mitra joined PricewaterhouseCoopers in April 1999 in the Office of Global CIO, as marketer, technologist and strategist. Before being appointed as the Innovation Leader for the U.S firm, Mitra served at the Technology Leader for the PwC Knowledge Services Organization and Business Strategy Leader for the PwC Center for Advanced Research.

Prior to joining PwC, Mitra's professional roles included Vice President, Business Development at BookMark Communications, and Founding Partner at Syntext, managing technology clients for a creative agency. She began her career as a software engineer and quickly moved into product and marketing strategy.

Mitra has a Bachelor's degree in Computer Science & Linguistics from UCLA and a Graduate Management Certificate in Innovation & Strategy from MIT.

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