



## Access to Experts



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**Erik Brynjolfsson** is the director of the MIT Center for Digital Business, a professor at the MIT Sloan School, and an award-winning researcher. His research examines the effects of information technologies on business strategy, productivity and employment. His recent work studies data-driven decision-making, the pricing implications of Internet commerce and the role intangible assets.

Brynjolfsson lectures worldwide on technology and strategy. *Businessweek* has profiled him as an “ebusiness visionary” and he is a director or advisor for several technology-intensive firms. His recent books include *Wired for Innovation: How IT is Reshaping the Economy* and *Race Against the Machine: How the Digital Revolution is Accelerating Innovation, Driving Productivity and Irreversibly Transforming Employment and the Economy*. He has Bachelors and Masters Degrees from Harvard and a Ph.D. from MIT.

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