



## Access to Experts



**Andrew Razeghi** , Founder and Managing Director , StrategyLab , Professor , Kellogg School of Management, Northwestern University

Andrew Razeghi is the founder and managing director of StrategyLab, a global consulting firm specializing in growth strategy and innovation. he is also a professor at the Kellogg School of Management, at Northwestern University where he taught popular coursework on innovation, new product development, and entrepreneurship. Tazeghi is a best-selling author, adviser to the executive teams of several Fortune 500 companies, and a leading expert on corporate creativity.

His work spans industries from consumer-packaged goods to healthcare, technology to financial services, and entertainment to professional sports. a few of his clients include Allstate, GE, The New York Times Company, Novartis, PepsiCo, Qualcomm, and the country of Switzerland. Razeghi has also served as vice chairman of the Wright Centers of Innovation at the National Academy of Sciences in Washington, DV and has presented testimony to the Congress of the United States House of Representatives on the role of innovation in driving economic growth.

Professor Razeghi is also an active angel investor in a number of new ventures including BespokePost, Fibroblast, Giveforward, Groovebug, Mobli, NowSpots, Nutrabella, Paradise4Paws, SpotHero, and Tap.Me. He is also a Limited Partner in TechStars Chicago, the new venture acelerator backed by leading venture capital firms designed to help entrepreneurs identify, fund, and mentor early-stage start-ups. Tazeghi's work has appeared in a number of media outlets including the BBC< BusinessWeek, China Dily, The Financial Times, and Forbes. He published two books last year, *The Future of Innovation* and *The Upside of Down* (SlimBooks), and previously, his book, *THE RIDDLE: Where Ideas Come From and How to Have Better Ones* (Wiley) was chosen by FAST COMPANY magazine as one of the "Smart Books" of the year. He is currently authoring his next book entitles *THE GENIUS BETWEEN US: Making Collaborative Innovation Work*.

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