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Lawrence G. Hrebiniak, PH.D is a professor in the Department of Management of the Wharton School at the University of Pennsylvania, teaching courses in competitive strategy and strategy implementation in the Wharton M.B.A. and Executive Education programs. He held management positions in the automobile industry prior to entering academia, and is a past president of the Organization Theory Division of the Academy of Management. For over two years, he was one of five Wharton faculty members providing commentaries on the Wharton Management Report, a daily TV program on the Financial News Network.

His consulting activities and executive development programs focus on strategy execution, the formulation of strategy, and organizational design - both inside and outside the U.S. Dr. Hrebiniak's clients have included Johnson & Johnson, AT&T, Chemical Bank, Isuzu, Dun & Bradstreet, DuPont, the Social Security Administration, First American Bankshares, General Motors, Chase Manhattan, Studio Ambrosetti, Microsoft, Aventis and GE.