



Martin Reeves

Managing Director & Senior Partner, Chairman of the BCG Henderson Institute
The Boston Consulting Group

Martin Reeves leads the BCG Henderson Institute worldwide, BCG's think tank on new approaches to strategy and management. Martin is also a member of the BCG Henderson Institute's Innovation Sounding Board, which is dedicated to supporting, inspiring, and guiding upstream innovation at BCG.

Martin is a regular contributor to HBR, MIT SMR, Fortune and other management journals on business strategy and management.

A regular public speaker and a repeat TED@BCG presenter, Martin is also coauthor of *Your Strategy Needs a Strategy*, which proposes the “strategy palette” as a tool to enable business leaders to tune their approach to strategy to the strategic environment of each business.

Since joining BCG in 1989, Martin has led a broad range of strategy assignments in the Financial Institutions, Consumer Goods, Industrial Goods and Health Care sectors. He has particular expertise in the areas of adaptive strategy, strategy for multi-business systems, sustainability strategies, ecosystem strategies, collective learning and innovation, corporate vitality, and trust.

Prior to joining BCG, Martin worked for Zeneca in Japan and the United Kingdom, where he focused on marketing and strategic planning.

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