

## Access to Experts



**Jim Lichtenberg**  
Program Director

Jim Lichtenberg is a Program Director for The Conference Board Digital Strategy Council. His expertise is in e-business strategy. Lichtenberg has successfully completed business-building assignments for clients such as Prudential, Nestle, John Wiley, AT&T, and DuPont. His articles on technology and culture have appeared in the *New York Times*, *The Chronicle of Higher Education*, and *Publishers Weekly* with on-air appearances on The Today Show, National Public Radio, and CBS. Lichtenberg is president of his own consulting firm, Lightspeed, LLC, based in New York City.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, [courter@conferenceboard.org](mailto:courter@conferenceboard.org)

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## Publications by Jim Lichtenberg

### Council Perspectives

- [Design-Centered Innovation: Observe, Learn, Innovate](#)  
16 January, 2013

### Economics Program Working Paper Series

- [Innovation as Viewed from Within the Corporation](#)  
09 December, 2008

### Key Findings

- [Ready to Innovate: Are Educators and Executives Aligned on the Creative Readiness of the U.S. Workforce?](#)  
31 March, 2008

### Research Report

- [Ready to Innovate: Are Educators and Executives Aligned on the Creative Readiness of the U.S. Workforce?](#)  
10 October, 2008