



Mark Leiter

Chief Digital Strategy Officer
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Mark Leiter serves as Chief Digital Strategy Officer at The Boeing Company (NYSE: BA), a leading global aerospace company and provider of commercial airplanes; defense, space and security systems; and global services. Earlier in his career, he served as Chief Strategy Officer at Nielsen until 2016. Before taking on the CSO role, he held several division president roles. Mark was a member of the CEO's senior leadership team and the firm's executive committee. Working with Nielsen from 2006 through 2016, during a transition from private to public ownership, he was part of a team that tripled the firm's enterprise value—from \$9 billion to \$27 billion. Mark spent the first decade of his career as a management consultant, primarily with McKinsey & Company, where he served on McKinsey's marketing practice leadership team. He was subsequently a senior partner at Cap Gemini Ernst & Young, as a co-leader of the firm's strategy and transformation practice. Mark started his career at Bain & Company in the firm's Loyalty practice.

Mark Leiter is also a Distinguished Strategy Fellow at The Conference Board. As part of his work with TCB, he is a Trustee of The Committee for Economic Development (CED). His primary focus is strengthening the performance of business-to-business (B2B) organizations. Mark has worked with over 150 organizations across two dozen industry sectors on corporate and business unit strategy development during his career, including over 40 of the current Fortune 500 corporations. He has approached strategy formulation as a board member, operating executive, consultant and capital investor. During his career, he has served in over a dozen board of director roles for private corporations and nonprofit institutions.

Mark is the author of *Crafting Strategy in an Accelerating World: Practical Advice from*

Chief Strategy Officers Operating in Global, Public Corporations. His views have been shared across media, including Bloomberg, *Business Strategy Review*, *Consulting Magazine*, Knowledge at Wharton, and *The McKinsey Quarterly*. Mark was a research fellow at Harvard Business School, holds an MA from Harvard University and a BA, summa cum laude, from the State University of New York at Albany.