



Thomas A. Stewart

Senior Consultant

MY WHY?

Management, I believe, has a moral dimension. Businesses become great when they do the right things and do things right. That's why the signature gesture of business is the handshake. It signifies a promise made and a promise kept. Creating value excites me. Greed turns me off. Helping people grow and do their best excites me. Using people turns me off.

KEY AREAS OF EXPERTISE

BUSINESS

Customer Experience
Design Thinking
Knowledge Management
Marketing
Intellectual Capital / Intangible Assets
Strategic Planning
Culture and Teams

SUB SPECIALTIES

Service Design
Value Propositions
Customer Service
Business Model Innovation

WORK EXPERIENCE

Currently, I am the Executive Director of the *National Center for the Middle Market*, a research center at The Ohio State University Fisher College of Business. Previous positions include:

- Chief Marketing and Knowledge Officer, Booz & Company
- Editor in Chief and Managing Director, Harvard Business Review
- Board of Editors, Fortune Magazine

A 12-time participant in the World Economic Forum, I have given talks and conducted workshops across the country and on four other continents, and consulted with various companies and organizations

PERSONAL INTERESTS

I live in Manhattan; work is in Columbus OH, to which I (normally) commute weekly. My wife and I have two adult children and two perpetually childish cats. My interests include all the performing arts, literature, travel, cooking, and singing in my church choir.

EDUCATION

Bachelor of Science | *Harvard College*

BOOKS & PUBLICATIONS

Books | *Woo, Wow, and Win: Service Design, Strategy, and the Art of Customer Delight*

Intellectual Capital: The New Wealth of Organizations

The Wealth of Knowledge: Intellectual Capital and the 21st Century Organization

Whitepapers | Dozens for The National Center for the Middle Market

Articles | Innumerable articles in *Harvard Business Review*, *Fortune*, *strategy + business*, the *Financial Times*, *Inc.*, *Business 2.0* and others

DISTINCTIONS

Honorary Doctor of Sciences | Cass Business School, City U. London

FAVORITE QUOTE

"The only irreplaceable capital an organization possesses is the knowledge and ability of its people. The productivity of that capital depends on how effectively people share their competence with those who can use it." —*Andrew Carnegie*

CONTACT INFO

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