

Bio (April 2010): Nilofer Merchant

CEO, Author and Strategist, Nilofer Merchant often provides a “secret sauce” for Fortune 500 companies attempting to win markets. Having worked with many major corporate brands such as Adobe, Apple, Nokia, and others, Nilofer has honed a management framework for solving tough problems. Her collaborative approach to strategic planning enables her and the Rubicon team drive innovation, and lead strategic planning with many global brands such as Hewlett-Packard, Pinnacle, Logitech, Openwave, Symantec to win markets.

Nilofer is a BusinessWeek columnist on the innovation mindset and a collaboration expert with FastCompany. In addition, she’s been quoted, profiled or published in major business publications such as MIT's Sloan Review, Forbes, Entrepreneur, Fortune and The Wall Street Journal. Her ideas are not only practical, but are engaging and she attracts standing room only crowds when she keynotes at business leadership events, technology expos, women’s conferences and universities – ranging from Web 2.0 Expo, to CTIA, TED and Stanford.

Nilofer earned her MBA from Santa Clara University, a BS in Economics from University of San Francisco and is a certified Instructor of Facilitative Leadership from Interaction Associates. Her first book on the art of collaborative work, called The New How, was published by O'Reilly Media, Inc. in 2010.