Searching for expert sources on global entrepreneurship?

MIT Sloan School of Management faculty have timely insights for global business leaders

**STRATEGIES & TACTICS FOR STARTUPS**

**BILL AULET**

In his newly updated book, Bill expands upon his deeply held belief that entrepreneurship can be taught. He takes 10 years of additional experience and technological advancements—including AI and new go-to-market strategies—to provide a fresh lens on how to take a business idea and systematically turn it into a full-fledged, successful startup.

**PAUL CHEEK**

Paul has created a framework of 15 tactics for turning a business plan into a successful company. Featured in his new book, these steps span goal-setting, market-testing, product development, and resource acquisition.

**ERIN SCOTT**

Erin navigates the entrepreneurial journey from start to finish and, in this context, she explores the role of technological uncertainty in start-up strategy, the impact of constraints on technological evolution, and how the gender gap hurts companies.

**GLOBAL ENTREPRENEURSHIP & THE ECONOMY**

**TAVNEET SURI**

Derived from research focusing on Sub-Saharan Africa, Tavneet can speak to the ways in which new technologies, strategies, and changes in human behavior can drive innovative economic sustainability solutions and spark entrepreneurship opportunities.

**PIERRE AZOULAY**

Pierre’s most recent work focuses on immigration and entrepreneurship in the United States, specifically on how immigrants in the US are more likely to start new companies and expand labor demand.

**GENDER & INCLUSION**

**FIONA MURRAY**

An expert on deep-tech startup ventures that are based on high-tech innovation in engineering, Fiona can also share her experience in building more inclusive ecosystems and engaging women and underrepresented minorities in these industries.

**MALIA LAZU**

Malia’s expertise in diversity and inclusion, economic development, and investment in urban entrepreneurship has allowed her to create access to capital and growth opportunities—specifically in communities of color.

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MICHAEL CUSUMANO
Michael can comment on how antitrust issues and litigation—for example, the recent Google trial—impact entrepreneurship and competition between ventures through his experience with software strategy and product development, and in the critical role he had in the Microsoft antitrust trial.

KEVIN JOHNSON
Kevin applies internet technologies to media and marketing, resulting in innovative solutions to providing resources and venture capital for Black founders, including online software to connect entrepreneurs with investors.

TONG LIU
Tong’s research focuses on corporate, entrepreneurial, and healthcare finance and explores the impacts of private equity buyouts and venture capital investments, market frictions that affect startup innovation, and measures of corporate investment opportunities.

PHIL BUDDEN
At the intersection of entrepreneurship and policy, Phil focuses on how cities beyond well-known hubs like Silicon Valley and Greater Boston can accelerate local entrepreneurial capacities and create their own innovation ecosystems—and what cultural elements and key stakeholders are necessary to do so: government, corporations, universities, entrepreneurs, and funders.

BOB POZEN
Bob focuses on business expansion and efficiency at the intersection of management and the future of work, as well as how to cultivate and maintain top talent in an ever-changing, hybrid workforce—especially in new ventures.

JACQUELYN PLESS
Jacqueline can talk about the evolving roles of environmental innovation and entrepreneurship in the energy sector. She examines the effects of clean energy policies and their impact on the ways companies approach decision-making.

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