

# 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 under-represented 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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## COMPETITIVE LANDSCAPE

### **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](#).

## FINANCING VENTURES

### **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.

## FUTURE OF ENTREPRENEURSHIP

### **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.

## ALTERNATIVE ENERGY

### **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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