

Rita McGrath — Innovation • Strategy • Disruption



Rita McGrath helps reporters explain what's actually happening beneath the headlines. When an industry fractures, a corporate giant stumbles, or a company's strategy defies logic, Rita translates the signal: what it means, why it's happening, and what comes next.

A Columbia Business School professor, bestselling author, and advisor to C-suites for over 30 years, she's a deadline-ready source on disruption, corporate transformation, and the new rules of competition.

Rita is a sought-after voice for journalists covering strategy, corporate transformation, and the evolving rules of competition. She brings boardroom fluency, academic rigor, and the ability to cut through complexity on deadline.

Available for interviews on:

- Why conventional strategy is out of date and what to do about it
- AI strategy, enterprise adoption, and business transformation
- CEO leadership, board decision-making, and organizational resilience
- Innovation strategy and emerging business models
- Market disruption and industry (arena) transformation
- Mergers, acquisitions, and strategic positioning
- Technology, digital transformation, and competitive dynamics
- Economic uncertainty, tariffs, and geopolitical risk
- The future of work, productivity, and organizational change
- Retail, consumer behavior, and evolving market trends
- Business reinvention and navigating periods of rapid change
- Lessons from successful and failed industry disruptors
- What today's headlines mean for tomorrow's business landscape



Harvard Business Review

One of the outlet's most published authors; her 1995 piece "Discovery-Driven Planning" got there decades before "lean startup" had a name.

Fast Company

Rita publishes a regular articles series on where strategy meets the headlines.

Thinkers50

#1 Award in Strategy; a fixture on their
Top 10 global list for over a decade

Current Topics

1. Strategic Centering

In a dematerializing economy, one of the most critical leadership tasks is to select and maintain a center for your organization. That's a coherent organizing principle that provides clarity, guides resource allocation and enables fast permissionless action.

2. AI Is Reshaping Competition, but Most Companies Aren't Ready

Beyond the headlines about generative AI, Rita examines how AI is transforming business models, competitive advantage, workforce productivity, and decision-making. She explains why some organizations are creating lasting value while others risk falling behind despite significant investment.

3. The New Strategy Playbook

In an economy defined by rapid technological change, geopolitical uncertainty, and shifting consumer expectations, traditional sources of competitive advantage are disappearing. Rita explains why organizations must continuously reinvent themselves and how leading companies stay ahead through strategic renewal.

4. Innovation During Economic and Geopolitical Uncertainty

From tariffs and supply chain disruption to inflation and changing global markets, businesses are navigating unprecedented uncertainty. Rita explores how resilient organizations continue to innovate, invest strategically, and uncover growth opportunities even during periods of volatility.

5. CEO Leadership in an Era of Constant Disruption

Today's executives face pressure from AI, activist investors, workforce transformation, cybersecurity, and global instability. Rita discusses the strategic decisions that distinguish leaders who successfully navigate disruption from those who merely react to it.

6. Who Will Win the Next Decade?

Every major sector, from technology and finance to healthcare, retail, manufacturing, and energy, is being reshaped by new competitors, changing customer expectations, and emerging technologies. Rita helps reporters understand which companies are building durable growth engines, which business models are becoming obsolete, and what today's market shifts reveal about tomorrow's winners and losers.



Her Thinking in Six Books

1. **Strategic Centering** (2027) How to choose one organizing principle to guide resource allocation, opportunity selection, and organizational identity.
2. **Seeing Around Corners** (2019) How to catch the inflection points reshaping your industry before everyone else does.
3. **The End of Competitive Advantage** (2013) Why moats are disappearing, and how the best companies compete onspeed instead.
4. **Discovery-Driven Growth** (2009) A field guide for betting on the unknown without betting the company.
5. **MarketBusters** (2005) 40 moves that turned stalled growth into breakout growth.
6. **The Entrepreneurial Mindset** (2000) How big companies steal the instincts of a startup.

➔ TO BOOK AN INTERVIEW:

Rita McGrath

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