

Prof. Dr. CHRISTIAN BUSCH



World-leading expert on innovation and purpose-driven leadership

**Associate Professor of Applied Management and Organization,
USC Marshall School of Business**

Prof. Christian Busch, PhD, is the bestselling author of *The Serendipity Mindset* and an internationally known expert in the areas of innovation, purpose-driven leadership, and serendipity.

He is a business professor at USC Marshall and a Visiting Fellow at the London School of Economics (LSE). He previously taught at New York University, where he directed the CGA Global Economy Program; served as Inaugural Co-Director of the LSE's Innovation Center; and is the co-founder of Sandbox Network, a global community of young innovators, as well as of Leaders on Purpose, an organization convening leading CEOs.

His research has been published in journals such as the *Strategic Management Journal*, *Journal of Management Studies*, *Strategic Entrepreneurship Journal*, *MIT Sloan Management Review*, *Entrepreneurship Theory & Practice*, and *Journal of Business Venturing*, and has been featured by outlets such as *Harvard Business Review*, *BBC*, and *Forbes*. He received three 'Best Paper Awards' of the Academy of Management, as well as the Carlo Masini Award for Innovative Scholarship. In 2018, he received the LSE Department of Management's 'Teaching Excellence Award' for co-creating/leading a new course.

Christian is among *Diplomatic Courier's* 'Top 99 Influencers', *JCI's* 'Ten Outstanding Persons', and on the *Thinkers50 Radar* list of the management thinkers "most likely to shape the future." He is a TEDster, an 'Institute for the World Economy Fellow', one of the 'Davos 50', and a Fellow of the Royal Society of Arts. He frequently speaks at conferences such as the World Economic Forum and TED/TEDx. He is among the "top 40 under 40" of *CAPITAL Magazin*, and in 2015 gave the LSE Commencement Address.

Christian previously worked in business and consulting in Mexico, Germany, the UK, South Africa, and the US. He has served as Senior Advisor for multinational companies and governments, on Ashoka's Selection Panel, on the Global Shapers Steering Committee, and on the Jury of the African Entrepreneurship Award. He is part of the WEF's Expert Forum, a contributor at *Psychology Today*, and has guest-lectured at Stanford, Peking University, IMD, Cape Town University, and Strathmore Business School.

He holds a PhD (LSE), MSc (LSE), B.A. (Hagen) & B.B.A. (Furtwangen & Moscow Business School).

Topics (Selection):

- Aligning Profit and Purpose
- Sustainable Business Model Innovation
- Future of Organisations from a Gen Y perspective
- Future of Leadership
- How to Build a Networked Organisation and Scale it?
- How to make your life meaningful in a corporate structure?

Publications (Selection):

- *Connect the Dots: The Art and Science of Creating Good Luck*, 2022
- *The Serendipity Mindset: The Art and Science of Creating Good Luck*, 2020