

## RAJSISODIA



A leading figure in the Conscious Capitalism movement, Raj Sisodia ([www.rajsisodia.com](http://www.rajsisodia.com)) is the Franklin Olin Distinguished Professor of Global Business and Whole Foods Market Research Scholar in Conscious Capitalism at Babson College in Wellesley, MA. He is also Co-Founder and Co-Chairman of Conscious Capitalism Inc. ([www.ConsciousCapitalism.org](http://www.ConsciousCapitalism.org)). He was previously Trustee Professor of Marketing and the Founding Director of the Center for Marketing Technology. An electrical engineer from BITS, Pilani (India), Dr. Sisodia has an MBA in Marketing from the Jamnalal Bajaj Institute of Management Studies in Bombay, and a Ph. D. in Marketing & Business Policy from Columbia University, where he was the Booz Allen Hamilton Fellow.

Raj is the co-author (with John Mackey, co-founder and co-CEO of Whole Foods Market) of *Conscious Capitalism: Liberating the Heroic Spirit of Business* (Harvard Business Review Publishing, 2013), which was ranked #2 on the Wall Street Journal Business Bestseller list. In 2003, he was cited as one of “50 Leading Marketing Thinkers” and named to the “Guru Gallery” by the Chartered Institute of Marketing. Bentley University honored him

with the Award for Excellence in Scholarship in 2007 and the Innovation in Teaching Award in 2008. He was named one of “Ten Outstanding Trailblazers of 2010” by Good Business International, and one of the “Top 100 Thought Leaders in Trustworthy Business Behavior” by Trust Across America for 2010 and 2011.

Raj’s book *Firms of Endearment: How World Class Companies Profit from Passion and Purpose* (with David Wolfe and Jagdish N. Sheth, Wharton School Publishing, 2007) has been translated into six languages and was named one of the best business books of 2007 by several organizations, including Amazon.com. His book *The Rule of Three: How Competition Shapes Markets* (with Jagdish N. Sheth, Emory University) was published by the Free Press division of Simon & Schuster in 2002, and has been translated into German, Italian, Polish, Japanese and Chinese. It was the subject of a seven part television series by CNBC Asia, and was a finalist for the 2004 Best Marketing Book Award from the American Marketing Association. Other books include *The 4As of Marketing: Creating Value for Customers, Companies and Society* (with Jagdish N. Sheth, Routledge, 2011) *Tectonic Shift: The Geoeconomic Realignment of Globalizing Markets* (with Jagdish N. Sheth, Sage Publications, 2006), *Does Marketing Need Reform?* (co-edited with Jagdish N. Sheth, M.E. Sharpe, 2006).

Raj has also published over one hundred articles in publications such as *Harvard Business Review*, *Journal of Marketing*, *Journal of Public Policy & Marketing*, *Journal of Business Strategy*, *Journal of Business Research*, *Journal of the Academy of Marketing Science*, *Marketing Management* and *California Management Review*. His work has been featured in the *Wall Street Journal*, *The New York Times*, *Fortune*, *Financial Times*, *The Washington Post*, *The Economic Times*, and numerous other publications, radio shows and television networks such as CNN, CBC and Fox. His research has been cited in nearly one hundred professional books and numerous academic articles.

Dr. Sisodia was cofounder and Chairman of adAlive, Inc. (a VC-financed company in Waltham, MA) from March 2000 to June 2002. He has consulted with organizations and companies in the information technology, telecommunications, electric utility, real estate, healthcare and financial services industries in the United States, Brazil, Canada, the Netherlands, Germany, Chile, Dubai, Singapore, South Korea, Hong Kong, India and England. His numerous consulting and executive education clients have included AT&T, Walmart, McDonalds, DP DHL, KPMG, LG, POSCO, Nokia, Ericsson, Siemens, Sprint, Volvo, Bellcore, Kotak Bank, Rabobank, IBM, Price Waterhouse, Perot Systems, Ernst & Young, Southern California Edison and Grupo Pão de Açúcar (Brazil).

Dr. Sisodia is on the Board of Trustees of Conscious Capitalism Inc., and also serves on the Board of Directors of Mastek Ltd., a publicly traded provider of enterprise technology solutions for business transformation. A frequent and popular keynote speaker, he has made over 500 presentations at leading universities, corporations, non-profits and other organizations around the world.