



Rita McGrath

Rita McGrath is a globally recognised expert on strategy and innovation, ranked among the world's top 10 management thinkers. A Columbia Business School professor and acclaimed author, she helps leaders anticipate inflection points, seize opportunities, and adapt for sustained success in fast-changing environments.

KEY TOPICS

- Seeing Around Corners: Anticipating Strategic Inflection Points
- The End of Competitive Advantage: Rethinking Strategy for Growth
- Discovery-Driven Growth and Innovation
- Leading Change in Dynamic Environments

BIOGRAPHY

Introduction

Rita McGrath is one of the world's foremost voices on strategy, innovation and organisational change. Ranked consistently in the Thinkers50 global top 10 and winner of its #1 Strategy Award, she has earned international acclaim for helping organisations anticipate inflection points, reinvent themselves, and thrive in times of disruption.

Professional Background & Credentials

As a long-standing faculty member at Columbia Business School, Rita teaches the renowned Leading Strategic Growth and Change programme and directs a range of custom leadership experiences for major organisations. She is also active in Columbia's Think Bigger Innovation Hub, supporting leaders to adopt new approaches to growth and reinvention. She is the author of five influential books, including the best-selling *The End of Competitive Advantage* and *Seeing Around Corners: How to Spot Inflection Points in Business Before They Happen*. Her pioneering work on discovery-driven growth has shaped corporate strategy globally, with the late Clayton Christensen describing it as among the most important ideas in management. In addition to her academic contributions, Rita is a trusted strategic advisor to Fortune 500 companies, guiding senior executives as they navigate change, foster innovation, and build resilient organisations.

Speaking Style & Audience Value

Rita is known for her energy, storytelling, and ability to make complex ideas accessible. Blending research, case studies and humour, she delivers engaging keynotes that challenge assumptions and inspire leaders to think differently. Audiences leave with practical tools for spotting opportunities, mitigating risks, and unlocking growth in uncertain markets. Her regular podcast and newsletter, *Thought Sparks*, extend her influence by sparking conversations with leading thinkers, authors, and business leaders.

Awards & Recognition

Rita has received numerous accolades for her scholarship and impact, including:

- Consistently ranked in the Thinkers50 global top 10 management thinkers
- Thinkers50 #1 Strategy Award winner
- C. K. Prahalad Award for Scholarly Impact on Practice
- “Theory to Practice” Award, Vienna Strategy Forum
- Multiple “Best Book” and “Best Paper” awards from leading academic and business institutions

Academic & Advisory Roles

Rita McGrath is Professor of Management at Columbia Business School, where she also serves as Faculty Director for executive education and custom programmes. Beyond academia, she co-leads the Silicon Guild, a network of leading business authors and thinkers, and acts as a trusted contributor and advisor to major global companies across a wide range of industries. [Contact us now](#) for more information on how Rita can inspire your leadership team, energise your organisation, and deliver powerful insights tailored to your event.

WHAT PEOPLE SAY

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“An exceptional instructor, Rita has the ability to take complex topics and make them understandable and applicable. Her sessions prompt such lively discussions that time flies, literally!”

— Krys Moskal Amdurer, Pearson, VP Pearson People Development

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“The fact that we ran over and had to forcibly eject our guests is reflective of how engaging the conversation was at the event. I can’t thank you enough.”

— Jonathan Knee, Columbia Media Lab

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“You know a presentation was good when you can’t wait to get back to work and make some changes.”

— Don Dea, Co-founder, Fusion Productions, DigitalNow Conference