



B. Joseph Pine II

B. Joseph Pine II is an internationally acclaimed author, speaker, and management advisor to *Fortune 500* companies and entrepreneurial start-ups alike. He is co-founder of Strategic Horizons LLP, a thinking studio dedicated to helping businesses conceive and design new ways of adding value to their economic offerings.

Mr. Pine and his partner James H. Gilmore recently wrote *Authenticity: What Consumers Really Want*, which recognizes that in a world of increasingly paid-for experiences, people no longer accept the fake from the phony, but want the real from the genuine. This book provides a way of thinking about authenticity in business plus a set of tools and techniques for rendering authenticity in any company. It follows the best-selling *The Experience Economy: Work Is Theatre & Every Business a Stage*, which demonstrates how goods and services are no longer enough; what companies must offer today are experiences – memorable events that engage each customer in an inherently personal way. Published in twelve languages, the book shows how businesses should embrace theatre as an operating model to stage unique experiences.

Mr. Pine also wrote the award-winning *Mass Customization: The New Frontier in Business Competition*. It details the shift companies are making from mass producing standardized offerings to mass customizing goods and services that efficiently fulfill the wants and needs of individual customers. The *Financial Times* named the book “one of the seven best business books of 1993”. He and his partner followed this up by editing a collection of *Harvard Business Review* articles entitled “Markets of One: Creating Customer-Unique Value through Mass Customization.” Mr. Pine has written numerous articles for the *Harvard Business Review*, *The Wall Street Journal*, *Chief Executive*, *Worldlink*, *CIO*, *Strategy & Leadership*, and the *IBM Systems Journal*, among many others.

Prior to beginning his writing and speaking activities, Mr. Pine held a number of technical and managerial positions with IBM. One of his many assignments was key to the effective launch of the Application System/400 computer system, for which he managed a team that brought customers and business partners directly into the development process of the system. Because of this innovative activity, customer needs were met more exactly and quality was significantly enhanced – factors that contributed greatly to IBM’s Rochester, Minnesota, facility winning the Malcolm Baldrige National Quality Award in 1990.

Mr. Pine is frequently quoted in such places as *Forbes*, *The New York Times*, *Wired*, *Business 2.0*, *USA TODAY*, *Investor’s Business Daily*, *ABC News*, *Good Morning America*, *Fortune*, *Business Week*, and *Industry Week*.



In his speaking and teaching activities, Mr. Pine has addressed the World Economic Forum and is a Visiting Professor at the University of Amsterdam, a recurring guest lecturer at the MIT Sloan School of Management, and he and his partner were the Dean Helen LeBaron Hilton Endowed Co-Chairs with the College of Family and Consumer Sciences at Iowa State University for 2002-3. Mr. Pine has also taught at Penn State, the University of Michigan, UCLA's Anderson Graduate School of Management, Duke Corporate Education, and the Harvard Design School. He also serves on the editorial boards of *Strategy & Leadership* and *Strategic Direction*, is honorary editor of *The International Journal of Mass Customization*, is a member of the Wise Committee for the Youth Imagination Initiative in Extremadura, Spain, and is a Senior Fellow with both the Design Futures Council and the European Centre for the Experience Economy, which he co-founded.