



Geoffrey Moore

Geoffrey Moore has made the understanding and effective exploitation of disruptive technologies the core of his life's work. He is the author of the groundbreaking *Crossing the Chasm*, arguably the seminal text on high technology market development. His latest book, *Dealing with Darwin: How Great Companies Innovate at Every Phase of Their Evolution*, effectively posits how today's leading enterprises compete successfully for revenues and profits in a globalized, commoditized, deregulated marketplace.

Recognized for his exceptional acumen in guiding companies facing formidable strategic challenges, Moore currently serves as Managing Director of TCG Advisors, dividing his time between consulting on strategy and transformation challenges with senior executives and developing mental models to support the practice. He is also a Venture Partner at Mohr Davidow Ventures, where he advises their portfolio companies by drawing upon best practices derived from his extensive background working with technology startups. Additionally, Moore is the founder of The Chasm Group, a strategy consulting practice devoted to helping technology-based enterprises and organizations achieve market leading, differentiated, and profitable positions for their products and services.

Following the revolutionary *Crossing the Chasm*, Geoffrey Moore wrote several other award-winning books including *Inside the Tornado*, *The Gorilla Game*, and *Living on the Fault Line*. These best-selling texts have served as beacons for managers navigating the turbulent waters of technology markets as well as required reading for students at the nation's top business schools. The insights, ideas, models and methodologies detailed in these books have stood the test of time in their clarity, value and when applied, the real-world results that ensue. Moore's clients have revisited these concepts over and over for lasting advantage.

Prior to founding the Chasm Group, Moore was a partner and principal at Regis McKenna Inc., a leading high tech marketing strategy and communications company. In the preceding decade, he served as a top sales and marketing executive at three software companies: Rand Information Systems, Enhansys, and Mitem. A dynamic and compelling speaker, Moore explains and illustrates complex concepts with real-world examples and practical applications that offer a wealth of extraordinary insights for all audiences.

Moore holds a bachelor's degree in literature from Stanford University and a doctorate in literature from the University of Washington.