



Ram Charan, Ph.D.

Ram Charan is a highly acclaimed business advisor, speaker and author. Ram has coached some of the worlds' most successful CEOs. For 35 years, he has worked behind the scenes at companies like GE, KLM, Bank of America, DuPont, Novartis, EMC, 3M, Linde and Verizon.

Ram started his business career as a teenager working in the family shoe shop in India. He went on to earn an engineering degree and then MBA and doctorate degrees from Harvard Business School. He graduated from Harvard with high distinction and was a Baker Scholar. He then served on the Harvard Business School faculty. Ram cuts through the difficult problems and gets you to the right insights: he makes difficult problems simple with great insights.

Ram is known for his practical, real world perspective. His expertise runs deep in several areas of business:

- * Organic Growth
- * Leadership
- * Corporate Governance
- * Execution: Discipline of Getting Things Done
- * Culture of Innovation
- * Succession & Leadership Pipeline
- * Tools for Changing a Business Culture
- * Building Top Management Teams
- * Business Acumen
- * Managing in the Downturn

Ram is a favorite among executive educators. He has taught for 30 consecutive years at GE's famous Crotonville Institute and is the recipient of their Bell Ringer award (best teacher). He won the Best Teacher Award at Wharton and Northwestern. He was among *BusinessWeek's* top ten resources for in-house executive development programs.

Ram is a well-known author, whose books include *Execution*, co-authored with Larry Bossidy, the former CEO of Honeywell. *Execution* reached number one on the *Wall Street Journal* list, and has been on the *New York Times* best-seller list for more than one hundred and fifty weeks. Ram's other books include *Boards That Deliver*, *What the CEO Wants You to Know*, *Boards at Work*, *Every Business Is a Growth Business*, *Profitable Growth*, *Know-How: The 8 Skills That Separate People Who Perform From Those Who Don't*, *Leaders at All Levels*, *What the Customer Wants You to Know* and *The Game Changer*, co-authored with A.G. Lafley, Chairman and CEO of Procter & Gamble. His latest book, *Leadership in the Era of Economic Uncertainty: The New Rules of Getting Things Done in Difficult Times* was published in January 2009. In the spring of 2009, his fourth book on boards, *Owning Up: Answering the 14 Questions Asked in Every Boardroom*, was published to wide praise. He also tailors his books for specific client companies such as Gateway, Ford and EDS.

He's written articles for *BusinessWeek*, *Harvard Business Review*, *Fortune*, *Time*, *Information Week*, *Leader to Leader*, *Director's Monthly*, *Directorship*, *The Corporate Board* and *USA Today*.

Ram is a director of Austin Industries, The Six Sigma Academy and Tyco Electronics. He was elected a Distinguished Fellow of the National Academy of Human Resources in 2005. He serves as a co-host for the Fortune Forum on Corporate Governance and also serves on the National



Association of Corporate Directors' Blue Ribbon Commission on Corporate Governance. Ram is based in Dallas, Texas.