

Meet Navi

Navi Radjou is an innovation and leadership advisor and bestselling author based in Silicon Valley. Navi's most recent book, *Frugal Innovation: How To Do More With Less* (with a foreword by Paul Polman, CEO, Unilever), published by *The Economist* in 2015, shows how companies can innovate faster, better, and sustainably in today's customer-driven global tech economy shaped by climate change. Navi has also coauthored the global bestseller *Jugaad Innovation* and *From Smart To Wise*. His TED talk on frugal innovation has garnered over 1.5 million video views. And, he has received the prestigious Thinkers50 Innovation Award.

His next book, *The Conscious Society: Reinventing How We Consume, Work, and Live*, shows how we can tap into our abundant inner resources — love, ingenuity, wisdom — to consciously direct human evolution towards a healthier and sustainable future, will be published in 2017.

He is a Fellow at Judge Business School, University of Cambridge and serves on the World Economic Forum's Global Future Council on Innovation & Entrepreneurship. Until 2011, he served as Executive Director of the Centre for India & Global Business at Judge Business School, University of Cambridge. Prior to that, as Vice President at Forrester Research in Boston and San Francisco, he advised senior leaders worldwide on breakthrough growth strategies. He is on the advisory boards of NEHI's Global Lab for Health and Africa4Tech.

Navi's ideas have been shaped by his eclectic cultural background including his Indian roots, his French education, and his Silicon Valley milieu. He studied at Ecole Centrale Paris and the Yale School of Management. His writing appears in *Fast Company*, *Harvard Business Review* and *strategy+business*, among other publications.