

# **Paul A. Tiffany**

**Senior Lecturer (Continuing) at Haas School of Business, University of California, Berkeley**  
Berkeley, CA, US

---

## **About**

Paul Tiffany is a Senior Lecturer at Berkeley Haas. He teaches courses competitive strategy, business and public policy, leadership and management, the global economy, and global strategy and management. He also currently serves as a visiting professor at SASIN Graduate Institute of Business in Thailand and several universities in China where he teaches in summer programs. He has taught previously at the Stanford University Graduate School of Business, the Wharton School, CEIBS (China-Europe International Business School) in Shanghai, AVT Business School in Denmark, IAB Business School in Kazakhstan, and the University of Geneva in Switzerland. His graduate studies include an MBA from Harvard University and a PhD from UC Berkeley. Tiffany is active in a number of academic organizations and has published his research in various journals. His books include "The Decline of American Steel" and "Business Plans for Dummies," co-authored with Steven Peterson, which was a worldwide top-five finalist in the annual Booz Allen/Financial Times "Best Business Book of the Year" award. He has commented extensively on television, radio, and in the popular press on topics about business and economics. Prior to entering academia, Tiffany worked as a consultant with several national management consulting firms, as an assistant to the president of a large national financial services firm, and as an organizational analyst for a large public services agency. In addition to his academic work, he heads Paul Tiffany & Associates, a Northern California multi-specialty consulting and training organization that offers management services to firms throughout the world. Tiffany is the recipient of awards for both his research and teaching, including the Anvil Award, presented annually to the outstanding professor in Wharton's graduate program, the Lindback Award as the outstanding professor at the University of Pennsylvania, and Berkeley Haas' Earl F. Cheit Award for Excellence in Teaching as the outstanding professor in the Executive MBA program.

---

## **Areas of Expertise**

Business Development, Entrepreneurship, Business Strategy, Management Consulting, Strategic Planning

---

## **Selected External Service & Affiliations**

Assistant to the President, Western Mortgage Corporation (subsidiary of Unionamerica, Inc.),  
Management Consultant, Peat, Marwick, Mitchell & Co., Management Consultant, MacDonald & Co.,  
Senior Administrative Analyst, County of Los Angeles

---

## **Positions Held**

## **At Haas since 1994**

1994 ? present, Senior Lecturer, Haas School of Business 2004 ? present, Visiting Professor, University of Geneva International Organizations MBA Program, Geneva, Switzerland 2002 ? present, Visiting Professor, SASIN Graduate Institute of Business, Chulalongkorn University, Bangkok, Thailand 2001 ? present, Visiting Professor, AVT School of Business, Copenhagen, Denmark 2007 ? 2008, Visiting Professor, NIDA (National Institute of Development Administration), Bangkok, Thailand 2004 ? 2007, Visiting Professor, CEIBS Executive MBA program (China-Europe International Business School), Shanghai, China 1983 ? 1990, Assistant Professor, The Wharton School, University of Pennsylvania 1981 ? 1983, Lecturer, Graduate School of Business, Stanford University 1977 ? 1980, Adjunct Professor of Management, Golden Gate University, San Francisco

---

## **Education**

**University of California, Berkeley**  
PhD

**Harvard University**  
MBA

**Loyola University**  
BA

---

## **Honors & Awards**

**Cheit Award for Excellence in Teaching**  
Berkeley-Columbia Executive MBA program 2003, 2004

**Outstanding Instructor Award**  
University of California, Berkeley Extension Program 2002

**Finalist, Booze Allen/Financial Times best business book of year award**  
Awarded for Business Plans for Dummies 1998

**University of Pennsylvania Lindback Award**  
1990

**Nominee, Academy of Management George R Terry Award**  
Awarded in recognition of an outstanding book on management 1989

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)