

Tony Ulwick

Founder & CEO at Strategyn

Denver, CO, US

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Biography

Tony is the pioneer of Jobs-to-be-Done Theory and the inventor of Outcome-Driven Innovation® (ODI), a powerful strategy and innovation process with a documented success rate that is 5-times the industry average. Tony has been granted 12 patents for his game-changing innovation practices, which result in products that help customers get a "job" done better. Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University says, "I call Ulwick the Deming of Innovation because, more than anyone else, Tony has turned innovation into a science." Harvard Business School professor Clayton Christensen says, "Ulwick's outcome-driven programs bring discipline and predictability to the often random process of innovation." Tony began his career with IBM's PC division in 1981. Witnessing the failure of the PCjr, Tony was inspired to develop a better approach to innovation. Since founding the innovation consultancy Strategyn in 1991, he and his global team of ODI practitioners have led strategy engagements with over one-third of the Fortune 100, helping them generate billions of dollars in revenue growth. In 2002, Tony introduced Harvard Business Review readers to ODI in the article Turn Customer Input into Innovation. HBR recognized ODI as one of the best business ideas of the year, declaring it one of "the ideas that will profoundly affect business as we forge ahead in today's complex times." Tony is the author of the original Jobs-to-be-Done book, What Customers Want, his recent release, JOBS TO BE DONE: Theory to Practice, and additional articles on ODI published in HBR and MIT Sloan Management Review. Through his involvement in hundreds of innovation initiatives, Tony has helped companies reinvent underperforming products, create new business models, and build and implement company-wide innovation programs. His work is cited in hundreds of publications. As an innovation thought leader, inventor, author and speaker, Tony Ulwick has changed the way academics and executives alike think about growth strategy and product innovation.

Areas of Expertise

Jobs To Be Done, Outcome-Driven Innovation, Marketing Strategy, Innovation Consulting, Innovation Management, Strategy

Education

Florida Institute of Technology

M.B.A.

University of Rhode Island

B.S. Mechanical Engineering

Testimonials

John Vines

I'm guessing this is the first recommendation being given because, most people would be embarrassed to think of writing a recommendation for Mr. Ulwick, being that he is a genius innovator and teacher who has transformed whole industries with his principles. So, what I can say about him is that, after spending a week with him and his top consultants at a training event - what struck me most was how humble, kind, approachable, and down-to-earth he is.

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