



STRATEGY

NATHAN FURR

Associate Professor of Strategy

[CV](#)

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BIOGRAPHY

Nathan Furr is an Associate Professor of Strategy at INSEAD, where he teaches innovation and technology strategy. Nathan earned his PhD from the Stanford Technology Ventures Program at Stanford University and holds BA, MA and MBA degrees from Brigham Young University. He has held permanent or visiting positions at INSEAD, ESSEC, and BYU.

Nathan Furr is directing [Leading Digital Transformation and Innovation](#) and [Innovation in the Age of Disruption](#) and [Building Digital Partnerships and Ecosystems](#)

Nathan's research focuses on innovation and technology strategy, particularly how new and established firms adapt to technology change and enter new markets. Published papers include explorations of how to capture new opportunities, how to balance the need for execution and flexibility, how firms develop innovative business models, the determinants of success for firms changing industries, and the impact of learning on new market success. His research has been published in leading journals, such as *Strategic Management Journal*, *Organization Science*, *Strategic Entrepreneurship Journal*. He has received various awards, including the Best Dissertation Award from both the Technology & Innovation Management Division and the Entrepreneurship Division of the Academy of Management, as well as Best Paper Awards or finalist distinctions from the Business and Public Policy Division of the Academy of Management, the Kauffman Foundation, the Sloan Foundation, and other recognised academic institutions.

Nathan is also a recognised expert in innovation, entrepreneurship, and value creation, co-authoring *Innovation Capital* (Harvard Business Review Press, 2019), *Leading Transformation*, (Harvard Business School Press, 2018), *The Innovator's Method* (Harvard Business School Press, 2014) and *Nail It then Scale It: The Entrepreneur's Guide to Creating and Managing Breakthrough Innovation* (NISI Institute, 2011). His articles appear in *Harvard Business Review* and *Sloan Management Review*. In addition, Nathan contributes to *Forbes*, *Inc.* and other

magazines on issues of innovation, value creation, and technology strategy

Professionally, Nathan has acted as the founder or advisor to corporations and startups in healthcare, clean technology, professional services, the internet, retail and financial services industries. Nathan also sits on the investment board of the Kickstart Seed Fund, an innovative early-stage venture fund, and was the founder of the International Business Model Competition, which attracts thousands of innovative teams from around the world in an international competition. Nathan also worked as a consultant at Monitor Group, a premier international strategy consulting firm, working with senior executives on a range of strategic and market discovery initiatives.

RESEARCH AREAS

Technology Strategy, Entrepreneurship, Technology Change and Innovation, Ecosystems, Platforms, Architectures, and Systems

TEACHING AREAS

Technology and Innovation Strategy, Innovation

PUBLICATIONS

- **Simple Rules for a World of Change: Reflections on “Turning a Process into a Capability”**
- **Overcoming the Innovator’s Paradox**
- **Product Adaptation During New Industry Emergence: The Role of Start-Up Team Preentry Experience**
- **Digital Doesn’t Have to Be Disruptive**
- **Innovation Capital: How to Compete, and Win, like the World’s Most Innovative Leaders**
- **When Your Moon Shots Don’t Take Off: How Science Fiction and Other Unconventional Tools Can Fire the Imagination and Lead to Breakthrough Growth**
- **Leading Transformation: How to Take Charge of Your Company’s Future**
- **Building the Right Ecosystem for Innovation**
- **Capabilities, Technologies, and Firm Exit During Industry Shakeout: Evidence from the Global Solar Photovoltaic Industry**
- **Venture Boards: Past Insights, Future Directions, and Transition to Public Firm Boards**
- **Managing Multi-Party Innovation**
- **Products to Platforms: Making the Leap**
- **Intergenerational Hybrids: Spillbacks, Spillforwards, and Adapting to Technology Discontinuities**
- **Complementarities and Competition: Unpacking the Drivers of Entrants’ Technology Choices in the Solar Photovoltaic Industry**
- **The Prius Approach**
- **Leading Your Team into the Unknown**
- **The Opportunity Paradox**
- **The Innovator’s Method: Bringing the Lean Start-up into your Organization**
- **Who Changes Course? The Role of Domain Knowledge and Novel Framing in Making Technology Changes**
- **Which Strategy When?**

- **Nail It then Scale It: The Entrepreneur's Guide to Creating and Managing Breakthrough Innovation**
- **CROSSROADS—Microfoundations of Performance: Balancing Efficiency and Flexibility in Dynamic Environments**
- **What Makes a Process a Capability? Heuristics, Strategy, and Effective Capture of Opportunities**

CASES WITH EXTRA

- **How Corporates Co-innovate with Startups: The BMW Startup Garage**
- **How Does Digital Transformation Happen? The Mastercard Case**