



Mark B. Milstein

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Mark Milstein is interested in strategic decision-making, technology management and innovation. His research is focused on different aspects of how and why firms generate new business growth opportunities by meeting unmet market needs, including private sector approaches to poverty alleviation. His writing has appeared in the *Academy of Management Executive*, *Sloan Management Review*, and *Value* as well as in various edited books. He is an award-winning author of several popular teaching cases. Milstein has taught strategy, innovation, and sustainable enterprise to undergraduates, MBAs, and executives in the United States, Latin America and Asia. He consults with a number of multi-national firms, small and medium-sized enterprises, and NGOs on strategy, organizational change, and innovation. Milstein works with both the Center for Sustainable Global Enterprise and Entrepreneurship@Cornell.

Previously, Milstein helped establish the Center for Sustainable Enterprise (CSE) at the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill, where he was director of research and adjunct assistant professor. He earned his PhD from the University of North Carolina at Chapel Hill.