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John Mullins is an Associate Professor of Management Practice in Entrepreneurship and Marketing at the London Business School. He earned his MBA at the Stanford Graduate School of Business and his Ph.D. at the University of Minnesota. An award-winning teacher and scholar, John brings to his teaching and research 20 years of executive experience in high-growth retailing firms including two ventures he founded and one he took public.

Since becoming a business school professor in 1992, John has published four books, numerous cases and more than 40 articles in a variety of outlets, including *Harvard Business Review*, the *MIT Sloan Management Review*, and *The Wall Street Journal*. His research has won national and international awards from the Marketing Science Institute, the American Marketing Association, and the Richard D. Irwin Foundation. He is a frequent speaker to audiences in entrepreneurship and venture capital.

John's trade book, *The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan* (3e, London: Prentice-Hall/FT 2010), is the definitive work on the assessment and shaping of market opportunities. His newest book, the critically acclaimed *Getting to Plan B: Breaking Through to a Better Business Model* (Boston: Harvard Business Press 2009), co-authored with Randy Komisar, a partner at the esteemed venture capital firm Kleiner Perkins Caufield & Byers in California, was named to "Best Books of 2009" lists by *BusinessWeek* and *INC Magazine*.

John has consulted with and done executive education on five continents for a variety of organizations both large and small, including Endeavor, Kenya Airways, Merck-Serono, Time Warner Communications, the European and African Venture Capital Associations, Pumpkin Ltd., the Young Presidents Organization, and the International Finance Corporation of The World Bank, among numerous others. He has served on the boards of fast-growing entrepreneurial companies in the United States, United Kingdom, Europe, and Asia.

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