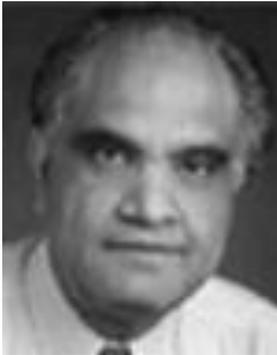


Ram Charan



Active advisor to CEOs of Fortune 100 companies and emerging venture capital funded firms Ram Charan specializes in converting vision into reality and action.

Expert in executing strategies for bottom line results, he coaches CEO's and other leaders on achieving profitable top line growth that is also capital efficient.

He works with companies to:

- Develop differentiated, practical and action oriented global strategies
- Design operating mechanisms for transnational corporations to achieve flawless execution, improved decision cycle time, conflict resolution and productivity
- Build cross-functional, cross-cultural teams that deliver top-line growth and bottom-line results. Expert in the use of Social Software of the Corporation
- Advise CEOs on critical issues such as selection of people and succession planning.
- Help boards become a competitive advantage

Current clients include Bank of America, Ford, GE, Verizon, DuPont, EDS, Duke Energy, Biogenex and Genencor.

Business Week named him the number two resource for in-house corporate executive development programs in the U.S. Formerly on the faculty at Harvard Business School and Northwestern University, he has won Best Teacher awards at Northwestern, G.E. and the 1997 Best Teacher Award at the Wharton School's Life Insurance Institute.

He is the author of Boards at Work; lead co-author of Every Business is a Growth Business and Business Acumen, a customized book for Ford Motor Company.

Harvard Business Review articles include: "Speed, Simplicity, Self-Confidence: An Interview with Jack Welch" (with Noel Tichy) and "How Networks Reshape Organizations—For Results." Fortune articles include: "Stand by Your CEO: Sometimes", "CEOs: The Right Fit", "Why CEO's Fail", and "Five Lessons for Active Boards". His articles have appeared in Time, Information Week, Leader to Leader, Directorship and The Corporate Board

He holds D.B.A. and M.B.A. (High Distinction and Baker Scholar) degrees from the Harvard Business School. He is on the Board of Directors of Austin Industries, Biogenex (a Phase 2 Genome Diagnostic company) and on the Editorial Review Board of Human Resource Planning.