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Tony O'Driscoll is a Professor of the Practice at Duke University's Fuqua School of Business where he teaches and conducts research in the areas of strategy, innovation and technology management, organization learning, services management, and management consulting. Dr. O' Driscoll also serves as Executive Director of Fuqua's Center for Technology, Entertainment and Media (CTEM); a research center dedicated to understanding the strategic, structural, operational and business model issues in these vibrant and volatile sectors.

During his 18-year industry career, Dr. O'Driscoll held several leadership positions with IBM and Nortel Networks in the areas of Strategic Business Planning, New Product and Service Development, Services Science Research and Human Capital Management. Tony was a founding member of IBM Global Service's Strategy and Change consulting practice. In that role, he consulted with business leaders around the world on creating sustainable competitive advantage in an increasingly global, networked and knowledge-enabled economy. Throughout his industry career, O'Driscoll has acquired extensive experience in leveraging technology to create sustained organizational growth and profitability.

Dr. O'Driscoll's research interests lie at the intersection of Business, Innovation, Technology and Learning. His current research focuses on how emerging technologies can rapidly disrupt existing industry structure and business models and examines how organizations adapt and evolve in an increasingly turbulent and uncertain business environment. Tony's most recent book, *Learning in 3D: Adding a New Dimension to Enterprise Learning and Collaboration*, examines the impact of the emerging immersive Internet on organizational human capital practices. His research has been published in leading academic journals such as *Management Information Sciences Quarterly*, the *Journal of Management Information Systems*, and the *Journal of Product Innovation Management*. He has also been published in respected professional journals such as *Harvard Business Review*, *Strategy and Business*, *Supply Chain Management Review* and *Chief Learning Officer Magazine*.

Dr. O'Driscoll is a frequently invited speaker for both corporate and academic conferences. He has been a keynote speaker, workshop leader, moderator, speaker and panelist at over 100 national and international conferences. Representative conference engagements include: TED University, Vizthink, Virtual Worlds, Engage, the Human Resource Planning Society's (HRPS) Global Conference, Nielsen's Training Leadership Summit, the Society for Information Management's (SIM) Advanced Practices Council and Business Week's Breakthrough Conference. Tony also frequently provides expert analysis and interviews to media outlets such as The Wall Street Journal, Business Week, Wired Magazine, Virtual Worlds News, Chief Learning Officer Magazine, Training Magazine and for industry analysts such as Gartner and Forrester.

Along with his teaching, research and formal speaking engagements, Dr O'Driscoll also maintains an active consulting practice. His client list includes Fortune 500 companies across a broad range of industries including High-Technology, Biotechnology, Software Development, Gaming, Energy, Retail and Professional Services.

Dr. O'Driscoll holds an Ed.D. in Organization Learning and an M.S. in Management from North Carolina State University. His B.S. in Electrical Engineering is from Virginia Tech.