SIMONE AHUJA

BIOGRAPHY

Short Bio:

Dr. Simone Ahuja is the founder of **Blood Orange,** a Minneapolis-based innovation and growth strategy firm. She is co-author of the international bestseller *Jugaad Innovation*, author of *Disrupt-It-Yourself,* and a regular contributor to the *Harvard Business Review.* Simone is a keynote speaker, innovation advisor, and consultant to global organizations including 3M, UnitedHealth Group, Procter & Gamble, Target Corp, Stanley Black & Decker, MIT and the World Economic Forum. She is an avid practitioner of improvisational comedy.

Long Bio:

Dr. Simone Bhan Ahuja is the founder of **Blood Orange**, a Minneapolis-based global innovation and strategy firm. She is the co-author of the international bestseller, ***Jugaad Innovation***, called "the most comprehensive book yet on the subject" of frugal innovation by *the Economist*. Her most recent book, ***Disrupt-It-Yourself***, is an intrapreneurship playbook that makes clear how and why leaders must support the passionate and purpose-driven "intrapreneurs" inside their organizations in order to drive innovation and business growth while increasing engagement.

Simone is a keynote speaker, innovation advisor, and consultant to organizations including 3M, UnitedHealth Group, Procter & Gamble, Target Corp, Stanley Black & Decker, and the World Economic Forum. She has served as an advisor to MIT's Practical Impact Alliance and the Centre for India & Global Business at Judge Business School, University of Cambridge. She is regular contributor to publications including the Harvard Business Review and FastCompany. Simone is a member of the Board of Trustees of the Walker Art Center in Minneapolis, and a practitioner of improvisational comedy. She resides in Minneapolis with her family.