

ANDREI HAGIU



Affiliation: Associate professor of Information Systems at Boston University's Questrom School of Business.

Ideas: Multi-sided platform businesses (Airbnb, Alibaba, Amazon, Google, PlayStation, Uber et al) and their unique strategic challenges.

Content: Recent cover story of *Harvard Business Review* on when data creates competitive advantage (with Julian Wright).

Bio: Previously, an associate professor in the Strategy group at Harvard Business School and in the Technological Innovation, Entrepreneurship and Strategic Management group at MIT Sloan. In 2012, he took a leave of absence from Harvard in order to work full-time at Intuit, helping with its strategic transformation from a product-focused company into a platform company. Holds a PhD in economics from Princeton University and did his undergraduate studies at the Ecole Polytechnique in France. He is a citizen of Romania, France, and the United States.

Verdict: "Hagiu is leading the next generation of thinking on platforms." Thinkers50

Website: andreihagiu.com

Social: [linkedin.com/in/andrei-hagiu-0646751](https://www.linkedin.com/in/andrei-hagiu-0646751) • [@theplatformguy](https://twitter.com/theplatformguy)