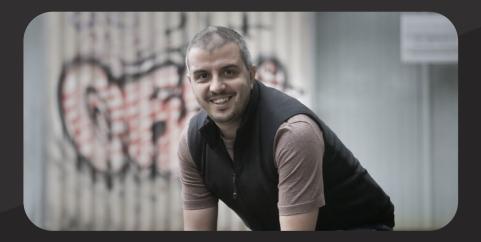
THINKERS

DAN TOMA



| Affiliation: | Independent. |
|--------------|---|
| Ideas: | Puzzled by why innovative products are mainly launched by startups, Toma focuses on the changes blue-chip organizations need to make to allow for new ventures to be built in a corporate setting. Now working on how to account for innovation. |
| Content: | Co-author of <i>The Corporate Startup</i> (Vakmedien, 2017), which won the Management Book of the Year for Innovation and Entrepreneurship, from the Chartered Management Institute and The British Library in 2018. |
| Bio: | A certified (Columbia University) lean startup acceleration specialist, Toma helps large companies such as Deutsche Telekom, Bosch, Jaguar Land Rover, Bayer, John Deere and Allianz to master lean startup techniques. A proponent of the ecosystem approach to innovation, he also works with government bodies to develop national innovation ecosystems, including the Finnish Ministry of Foreign Affairs in Vietnam. |
| Verdict: | "The lean startup expert for big business." Thinkers50 |
| & Website: | innovationaccountingbook.com |
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