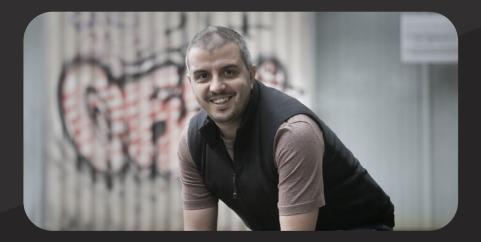
## THINKERS

## 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
∞ Social:	@danto_ma