

B. Joseph Pine II and **James H. Gilmore** co-founded Aurora, Ohio-based Strategic Horizons LLP, a thinking studio dedicated to helping businesses conceive and design new ways of adding value to their economic offerings. They are authors of [*The Experience Economy: Work Is Theatre & Every Business a Stage*](#) (Harvard Business School Press, 1999). This best-selling book demonstrates how companies – across myriad industries – are finding their goods and services commoditized while customers increasingly desire *experiences* – memorable events that engage customers in an inherently personal way.

In addition to speaking, teaching, and writing, Pine & Gilmore work with management teams to grasp the nature of the emerging Experience Economy and envision their role in it – whether it be staging experiences, guiding transformations, mass customizing any economic offering, or rendering their offerings as authentic. They have written numerous articles on business strategy and innovation for such publications as the *Harvard Business Review*, *The Wall Street Journal*, *Strategy & Leadership*, *Worldlink*, *The Journal of Cost Management*, *CIO*, and *Chief Executive*, among others. Pine & Gilmore have appeared on *Good Morning America*, *ABC News*, *CNBC*, and the *American Business Journal*, and are frequently quoted in such places as *Forbes*, *Fortune*, *Business Week*, *The New York Times*, *Business 2.0*, *Information Week*, and *USA TODAY*.

Mr. Pine wrote the award-winning book [*Mass Customization: The New Frontier in Business Competition*](#) (Harvard Business School Press, 1993). He is a Visiting Professor with the University of Amsterdam and has also taught at Penn State, UCLA, the University of Minnesota, MIT, and the Harvard Design School. He is an honorary editor of the *International Journal of Mass Customization*, serves on the editorial advisory boards of *Strategy & Leadership*, *Strategic Direction*, and is a Senior Fellow with both the Design Futures Council and the European Centre for the Experience Economy. Prior to co-founding Strategic Horizons, Mr. Pine held numerous positions with IBM, contributing to its Rochester, Minnesota, facility winning the Malcolm Baldrige National Quality Award, and graduated from the MIT Sloan Management School.

Mr. Gilmore began his career with Procter & Gamble and then spent ten years consulting with Cleveland Consulting Associates and Computer Sciences Corporation, heading up CSC Consulting's process innovation practice. He is formerly a certified instructor in the lateral thinking methodologies of Dr. Edward de Bono and works today with both for-profit and non-profit enterprises to foster innovative thinking. Mr. Gilmore is currently a Batten Fellow at Darden Graduate School of Business at the University of Virginia. He has also lectured at the School of Hotel Administration at Cornell University, the Weatherhead School of Management at Case Western Reserve University, and at the College of Applied Science and Technology at the Rochester Institute of Technology. Mr. Gilmore graduated from the Wharton School of the University of Pennsylvania.

Pine & Gilmore were the Dean Helen LeBaron Hilton Endowed Co-Chairs with the College of Family and Consumer Sciences at Iowa State University for 2002-3, and together edited [*Markets of One: Creating Customer-Unique Value through Mass Customization*](#) (Harvard Business School Press, 2000) and wrote "The Experience IS the Marketing" (BrownHerron, 2002), which applies their Experience Economy ideas to any business needing to generate demand for its offerings. Their latest book is [*Authenticity: What Consumers Really Want*](#) (Harvard Business School Press, 2007).



STRATEGIC HORIZONS LLP

105 Woodland Trace, Aurora, OH 44202 USA

+1 (330) 995-4680

+1 (330) 995-4686

Pine&Gilmore@StrategicHorizons.com