



## Prof. Erik Brynjolfsson

**Leading Authority on the Economics of IT**

*"Erik Brynjolfsson provides an important roadmap for future technology innovation"*

Erik Brynjolfsson is the Jerry Yang and Akiko Yamazaki Professor and Senior Fellow at the Stanford Institute for Human-Centered AI (HAI), and Director of the Stanford Digital Economy Lab. He also is the Ralph Landau Senior Fellow at the Stanford Institute for Economic Policy Research (SIEPR), Professor by Courtesy at the Stanford Graduate School of Business and Stanford Department of Economics, and a Research Associate at the National Bureau of Economic Research (NBER).

### TOPICS:

- The Second Machine Age: Work, Progress and Prosperity in a Time of Brilliant Technologies
- Big Data and Data Driven Decision Making
- Competing in the Age of Omni Channel Retailing
- Using IT to Drive Innovation
- Productivity and Employment in the Digital Economy
- Internet Commerce and Competition: The Long Tail

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

- 2017** Machine, Platform, Crowd: Harnessing the Digital Revolution (with co-author Andrew McAfee)
- 2016** The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies
- 2012** Race Against the Machine: How the Digital Revolution is Accelerating Innovation, Driving Productivity, and Irreversibly
- 2009** Wired for Innovation: How Information Technology is Reshaping the Economy (with Adam Saunders)

### IN DETAIL:

Erik Brynjolfsson earned his A.B., Magna cum laude, and S.M. in Applied Mathematics and Decision Sciences at Harvard University. One of the most-cited authors on the economics of information, Brynjolfsson was among the first researchers to measure productivity contributions of IT and the complementary role of organisational capital and other intangibles. He has done pioneering research on digital commerce, the Long Tail, bundling and pricing models, intangible assets and the effects of IT on business strategy, productivity and performance.

### WHAT HE OFFERS YOU:

Prof. Brynjolfsson's research and teaching focuses on how businesses can effectively use information technology (IT) in general and the Internet in particular. He lectures and consults worldwide on Internet strategy, pricing models and intangible assets to audiences interested in the business and economics of information technology.

### HOW HE PRESENTS:

In his concise, valuable presentations, Erik Brynjolfsson skilfully provides a wealth of evidence about the effects of business investments in information technology on companies and the overall economy.