



Dan Heath

CHANGE MANAGEMENT, COMMUNICATION, MARKETING, STRATEGY

New York Times and Wall Street Journal Best-Selling Author of *Made to Stick* and *Switch*

Biography

Dan Heath is a Senior Fellow at Duke University's CASE center, which supports entrepreneurs who are fighting for social good. He is the co-author of *Switch: How to Change Things When Change Is Hard*, which debuted at #1 on the New York Times and Wall Street Journal bestseller lists. The Heath brothers previously co-wrote the critically acclaimed book *Made to Stick*, which was named the Best Business Book of the Year, spent 24 months on the BusinessWeek bestseller list, and has been translated into 29 languages, the last of which was Slovak. Heath is a columnist for Fast Company magazine, and he has taught and consulted with organizations such as Microsoft, Philips, Vanguard, Macy's, USAID, and the American Heart Association.

Previously, Dan worked as a researcher and case writer for Harvard Business School, co-authoring 10 case studies on entrepreneurial ventures, and later served as a Consultant to the Policy Programs of the Aspen Institute. In 1997, Dan co-founded an innovative publishing company called Thinkwell, which continues to produce a radically reinvented line of college textbooks.

Dan has an MBA from Harvard Business School, and a BA from the Plan II Honors Program from the University of Texas at Austin. He currently serves on the Board of Trustees of Rare, a conservation organization. Two proud (sort of) moments for Dan are his stint driving a promotional car called the "Brainmobile" across the country and his victory in the 2005 New Yorker Cartoon Caption Contest, beating out 13,000 other entrants.