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researcher specialising in innovation strategy, leadership and culture. He has written six influential books and conducts research with Warwick Business School. He is a fellow of the RSA.

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Max Mckeown is an author, consultant & popular speaker in the strategy field. He shares cutting edge research with clients in the real world of major corporations. Max has a PhD & MBA with a speciality in strategy and strategic change.

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Max McKeown (born in London, October 1969) is an English writer, consultant, and researcher specialising in innovation strategy, leadership and culture. He has written six influential books and conducts research with Warwick Business School (Young, 2008). He is a fellow of the RSA. He served on the Advisory Board for the Rollins Center for eBusiness.

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