

Joe Tidd is a physicist with subsequent degrees in Economics and Business Administration. Since 1992 he has been Head of the Management of Innovation Specialisation at Imperial College, a 120-hour module for MBA students; since 1995 he has been Director of the Executive MBA Programme.

He was previously policy adviser to the Confederation of British Industry (CBI), responsible for industrial innovation and advanced manufacturing technologies. There he developed and launched the annual CBI Innovation Trends Survey, and presented expert evidence to three Select Committee Enquiries held by the House of Commons and House of Lords. Prior to working for the CBI, Dr Tidd was a researcher for the five-year, \$5 million International Motor Vehicle Program organised by the Massachusetts Institute of Technology (MIT) in the US, and he has also worked at the Science Policy Research Unit (SPRU) in the UK.

Dr Tidd has written three books and more than fifty papers on the management of technology and innovation, his latest book being *Managing Innovation: Integrating Technological, Market and Organizational change*. He is Managing Editor of the *International Journal of Innovation Management*, and national coordinator of the ESRC Innovation Training Network. His current research and consulting interests include the measurement of innovation, and managing the process of identification, development and marketing of new products and services in sectors characterised by complexity and uncertainty, such as multimedia and telecommunications.