

## FOR IMMEDIATE RELEASE:

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**Deepa Prahalad**

Internationally acclaimed innovation/design strategist and consultant, Deepa Prahalad, is now available to both print and podcast media. She is the co-author of *Predictable Magic: Unleash the Power of Design Strategy to Transform Your Business* (Financial Times, 2010), which was selected by *Fast Company* as one of the Best Design Books of the Year. Deepa shares her passion for emerging markets and innovation at leading companies, business schools and conferences around the globe. The daughter of the highly esteemed management guru, CK Prahalad, she is active in global initiatives that honor the work he set forth notably in his book *The Fortune at the Bottom of the Pyramid*, focusing on the importance of providing goods and services to the poorest people on the planet.

His work permeates her own dedication to making a difference throughout the world through design and innovation. Deepa was ranked #34 in Thinkers50 India list. She is part of Marshall Goldsmith's legacy project 100Coaches and is certified in Goldsmith's Stakeholder Centered Coaching.

“Deepa Prahalad provides leaders with a global, practical and inspiring set of ideas to address complex social issues. She clearly connects global trends to opportunities for business to make an impact through innovation and design.” — Marshall Goldsmith, executive coach, author of *What Got You Here Won't Get You There*

Topics for Deepa Prahalad interviews and articles include:

- Design Thinking for Profit and Impact
- Aligning Business and Social Strategy
- Design Strategies for Emerging Markets
- Designing Impactful Social Innovation
- Inclusion by Design



### **ABOUT DEEPA PRAHALAD:**

Deepa Prahalad is an author, speaker and innovation/design strategy consultant with an emphasis on emerging markets and social innovation. She has experience in a wide range of industries and has worked as a management consultant with firms from start-ups to large multinationals. She began her career researching how to improve efficiency in UN procurement and later moved to Singapore to become a commodities trader with Cargill.

Deepa Prahalad is the co-author of *Predictable Magic: Unleash The Power of Design Strategy To Transform Your Business*, (Financial Times Press, 2010), which was selected by Fast Company as one of the “Best Design Books of the Year”. She is also a frequent blogger on the Huffington Post, *Harvard Business Review*, and other publications. An engaging speaker, Deepa shares her passion for emerging markets and innovation at leading companies and business schools such as Harvard, USC and the University of Michigan and via mentorship of social entrepreneurs. She actively supports several global efforts in memory of her late father, management guru CK Prahalad, including the Prahalad Initiative at the University of Michigan.

Deepa holds a BA in Economics and Political Science from the University of Michigan and an MBA from the Tuck School of Business at Dartmouth. She is an elected member of the International Academy of Management and the Center for Digital Transformation at University of California (Irvine) and was ranked #34 on the inaugural Thinkers 50 India list. She is a member of Marshall Goldsmith 100 Coaches program, selected from among 16,000 applicants worldwide.

Deepa is also active in non-profit boards. She serves on the advisory boards of the Global Peter Drucker Forum and Arogya World and is a patron of the Indiaspora Forum. Deepa is an advisor/investor for ReMaterials, an innovative and transformational roofing company in India. An art enthusiast, she is on the board of the Committee for Arts of the Indian Subcontinent (CAIS) at the San Diego Museum of Art.

## TESTIMONIALS FOR DEEPA PRAHALAD:

“Due to Deepa Prahalad's engagement in the Drucker Forum, the BoP (Bottom of the Pyramid) concept has become a key element of the annual Forums. With her unique connection to the legacy of her father and her own ideas to progress social justice via responsible management, she has been a source of inspiration to the Forum participants - as a speaker and in her facilitation of panels with global business leaders.”

—Richard Straub, president, Global Peter Drucker Forum

Deepa Prahalad is one of the most brilliant and charismatic persons I know. Her ideas are insightful and full of purpose. What distinguishes her is not only her talks about the importance of alleviating poverty, but that she takes an active role in sustainable development projects. In case you are looking for someone remarkable with a different vision of the world, I strongly recommend that you reach out to Deepa. I can guarantee you will not be disappointed!

—Antonio Nieto-Rodriguez, Worlds's Project Management Champion, Thinker50, author of The Focused Organization

“Great public speaking does not always come naturally to all thought leaders and authors. Deepa is a fine example of someone for whom it does. She delivered the inaugural Prof. C K Prahalad Memorial Lecture at the CLO Summit in India which set the bar right up there. She is amongst the few global thought leaders who can effortlessly weave topics like learning and leadership with innovation and strategy. She is the latest entrant in the global thought leadership space and definitely someone to watch very closely.”

—Kumaar Bagrodia, founder NeuroLeap, LeapVault, the Chief Learning Officers Summit India, and is founder and director of LitFestX

“I have worked with Deepa to shape our strategy towards circular economy and she inspired our team with the model of how to identify those consumers' needs and address the right solutions. She is very knowledgeable and a great speaker. We were so inspired that this project resulted in the creation of a book about gifting economy called Economia das Dádivas, launched in 2016 in Brazil by Marina Pechlivanis.”

—Gisele Gurgel, Business Insights Global Director, Tetrapak

“I've had the pleasure of hearing Deepa speak publicly several times, and she never fails to impress. She is smart, provocative and passionate about ensuring that the fruits of innovation and prosperity benefit the many, not just the few.”

—Rick Wartzman, director of the KH Moon Center for a Functioning Society at The Drucker Institute

Deepa Prahalad is a thinker, strategist and global citizen. She lights up a room with her effervescent personality, ready wit, penetrating mind and delicious sense of humor. When she commits to a cause she gives deeply of herself, provides strategic insights born from her intuitive and intimate knowledge of global development and technology, and doesn't hesitate to use her considerable network and spheres of influence to make top level connections that push the organization forward. An engaged and active board member of Arogya World for the last 5 years, and an excellent speaker, Deepa represents us regularly on the global stage, and has tremendous impact on our organization's work and future growth.

—Nalini Saligram, Ph.D., Founder & CEO, Arogya World



**Marshall Goldsmith, Deepa Prahalad, Frank Wagner**

Deepa Prahalad is a captivating speaker whose candor and sharp wit, mixed with hard facts and excellent storytelling skills, make her subject matter utterly fascinating. Her impressive background and knowledge of the subject give her an ability to delve into the complexities of the issues in a simple, easy to understand way. She has a wonderful rapport with her audience and often keeps them wanting more. Highly recommend!  
--Monica Medina, Director of Community Development and Engagement, San Diego KPBS Public Media

"Deepa Prahalad is an engaging presenter who speaks passionately about the importance of design and narrative in forging an emotional connection with your company's customers. After her insightful talk at our research center, we were left with thought provoking concepts that helped shape our research agenda moving forward."

— Vijay Gurbaxani, director of Center for Digital Transformation, The Paul Merage School of Business, University of California, Irvine

“Deepa Prahalad is a rare person with an immense heart and open mind, deeply intelligent and ahead of her time. She deftly translates highly complex theories into books, articles, and lectures.

— Marina Pechlivanis, founder/director of Umbigo do Mundo, author of Gifting

“Emerging Markets Club at Ross School of Business had the extreme honor of having Deepa Prahalad as our Keynote speaker at the 1st Annual “Base of the Pyramid” Conference. She wisely questioned the notion that those at the base of the pyramid are not just consumers but can also be producers in a market space. This education is important in how we see and interact with the poor.”

— Pranay Lagadapati, president of Emerging Markets Club and chair of Ross India Business Conference

Deepa is my definition of a “discerning person”. She is distinguished in her way of thinking, being and relating to others; she knows what to focus on and what to gracefully leave aside. At the crossroads of influential thinking in management and entrepreneurial activism, she carries on the legacy of management free-thinkers, while being the natural connector to a more diverse, eager-to-learn upcoming generation of leaders.

— Laurent Choain, Chief People Officer, Mazars Group

## **SUGGESTED INTERVIEW QUESTIONS FOR DEEPA PRAHALAD:**

1. You speak quite often on the importance of including design in the strategic planning process. Why is this necessary?
2. You advise and mentor social entrepreneurs who are trying to address basic needs for people with low incomes. Why are you so emphatic about the importance of design in this sector?
3. Most companies devote significant resources to innovation. You have argued that innovation is a critical piece of a country's development strategy. How are the two related?
4. You often say that women bring a very practical, action-oriented approach to complex problems. Based on your experience, can you give us some examples?
5. Many emerging markets have embraced technology as a solution to many problems, hoping that it would enable them to "leapfrog". However, in many cases the results have been disappointing. What is missing in the use of technology?
6. Many companies are eager to help in improving their communities, but there is a lack of clarity on how to measure impact. What do you suggest?
7. You are an advisor and investor in ReMaterials, an innovative roofing company in India recently showcased by BBC. <https://www.youtube.com/watch?v=rk1P-CNgJy0> Please tell us more about this very successful project.
8. You are the daughter of C.K. Prahalad, who was a well known and highly respected authority on corporate strategy and professor at University of Michigan's Ross School of Business. What aspects of his teachings would you say have most influenced your current work in the world?
9. You frequently assert that innovators play a unique role in "making the world a better place" that cannot be replaced by governments or philanthropy. Can you explain why this is so?
10. You often make the case that understanding the needs and aspirations of underprivileged consumers is important for innovators in all market segments. Why is this important for a luxury goods brand, for example?
11. Many studies indicate a sharp decline in trust of corporations. You argue that trust and governance are critical building blocks for innovators. Why is this so?
12. There is an emergence of many new corporate structures such as B corps, social ventures, and impact investing that try to blend the idea of profits and social impact. What are the best ways for different types of organizations to "do well by doing good"?