

Thomas A. Stewart

Co-author of *Woo, Wow, and Win: Service Design, Strategy, and the Art of Customer Delight*



Credit: Xanthe Elbrick

Tom Stewart is the Executive Director of the [National Center for the Middle Market](#), the leading source for knowledge, leadership, and research about mid-sized companies, at The Ohio State University's Fisher College of Business. Tom is an influential thought leader on management issues and ideas and an authority on intellectual capital and knowledge management. Before joining the National Center for the Middle Market, Tom served as Chief Marketing and Knowledge Officer for international consulting firm Booz & Company (now called Strategy&). Prior to that, he was for six years the Editor and Managing Director of *Harvard Business Review*, and earlier served as a member of the Board of Editors of *Fortune* magazine.

He is the author of two other books, *Intellectual Capital: The New Wealth of Organizations* and *The Wealth of Knowledge: Intellectual Capital and the Twenty-first Century Organization*. He has published articles in *Harvard Business Review*, *strategy + business*, *Fortune*, *Business 2.0* *Financial Times*, and elsewhere.

Tom is a graduate of Harvard College and holds an honorary doctorate from Cass Business School, City University London.