



W. Frank Barton Director
Director—Center
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in *Journal of*



Geoff has more than 30 years of experience consulting to some of the world's top companies on the subjects of growth, innovation, and adapting business models to deal with change. Currently, he is a principal at Deloitte and holds various positions across the firm's Sustainability, Innovation and Strategy practices. Those include leadership of the US Hydrogen Practice and all Sustainability, Climate and Equity work for clients in the energy and industrials sectors. Prior to this, he led the innovation firm Doblin and was a senior partner at Monitor Group, serving as a member of its global Board of Directors.

Geoff's work centers on helping clients transform their businesses to grow and compete in nontraditional ways. Over the course of his career, Geoff has worked in virtually every industry and he uses his breadth and diversity of experience to bring novel insights about how things might operate to clients stuck in industry conventional wisdom. Geoff is valued for his integrative approach to solving problems; he combines deep analytic and strategic expertise with a natural orientation toward approaches embodied in design thinking.

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