



**Albert H. Segars,
Ph.D**

*Chair and PNC Bank
Distinguished
Professor of
Strategy and
Entrepreneurship,
University of North
Carolina at Chapel
Hill's Kenan-Flagler
Business School*

Dr. Albert H. Segars is the PNC Bank Distinguished Professor at UNC Chapel Hill's Kenan-Flagler School of Business. He is also the Chairperson of UNC's Policy Collaboratory, a research initiative, focused on technology and environmental resource management, between the University, North Carolina State Government, and Business. In May 2020, the NCPC was awarded \$39 million from the state of North Carolina for COVID-19 research. Since its inception, the NCPC has managed more than \$90 million in research projects.

Along with his experience in academe, Segars has held posts in research and development with Apple (iPod project), Disney, Pixar, Sesame Workshop, Red Hat, and The Defense Research Projects Agency (MSTAR, LOGX). In 2015, he was recognized as one of the top professors in entrepreneurship by a consortium of leading technology-based entrepreneurs. Since 2017, he has been part of the advisory council for CNBC's Disruptor 50.

Dr Segars area of research, teaching and consulting expertise include innovation, technology management, as well as entrepreneurship. He has written numerous articles on these topics within the context of strategic planning, product innovation, financial investment, logistics, supply chain, and corporate sustainability. His research has been recognized as "Best in Practice" by The Financial Times, The Wall Street Journal, The Society of Information Management (SIM), The Society for Logistics Engineers (SOLE), as well as The Association for Computing Machinery (ACM). His recent work, "Seven Technologies that are Remaking the World" is featured as a top innovation article in MIT's Sloan Management Review.

Dr. Segars is the author of "Ideas and Innovative Organizations" (Peter Lang International, 2020). In this book, he describes a tribal approach to innovation found in organizations, projects and historical initiatives that is driven by groups of people with an ambitious mandate, positive values or codes of conduct, well-defined roles, robust flows of knowledge, the ability to endure hardship, an analytical focus, and a willingness to sacrifice. Together, these attributes signal a favorable predisposition to discover breakthrough ideas and navigate difficult projects.

Dr. Segars is a frequently invited speaker for corporate and academic engagements. He provides expert analysis and interviews in media outlets such as The Wall Street Journal, USA Today, The Washington Post, BusinessWeek, CNN, MSNBC, The New York Times, National Public Radio, The Financial Times, as well as numerous newspapers and trade journals.