

Bio for Ralph G. Trombetta



Ralph G. Trombetta is a Managing Partner and Founder of Value Innovation Associates. He is a senior blue ocean strategy expert in Professor Kim and Mauborgne's global Value Innovation Network and a Fellow of Baldwin-Wallace College's Center for Innovation and Growth in Northeast Ohio.

He was formerly a Vice President and member of the Executive Committee at Emergence Consulting, a global strategy consulting firm, and Principal in Renaissance Strategy, creators of the Balanced Scorecard. Ralph also held

a series of management and staff positions at IBM in marketing & sales, services, management information systems and was one of the original members of the IBM Consulting Group.

Ralph has over twenty-five years of business experience working across a diverse set of industries with particular emphasis on strategy and growth, customer management, and business alignment. He has designed and facilitated executive workshops in the US, Canada, Europe, Latin America, and Asia working with management teams ranging from Fortune 10 to family held businesses.

Ralph has a passion for teaching and is a frequent lecturer on Blue Ocean Strategy and Value Innovation in Executive Education both at universities and within corporations. He is an Assistant Professor at Fordham University where he teaches in the MBA and EMBA programs. He has had two papers selected for presentation at the Strategic Management Society (2004 and 2006) Ralph regularly delivers workshops and talks at conferences including:

- Frost & Sullivan Growth Strategies 2003: 2nd Annual Executive Summit (May 2003)
- Presentation with Eric Melin, VP of DuPont Performance Coatings at Conference Board's Integrated Marketing Conference, "What to Do When A Competitor Threatens Your Integrated Marketing Platform" (May 2003)
- Keynote address at the 26th annual 2003 Conference On Management & Executive Development (CMED, November 2003)
- Paper selected for presentation at the 2004 Strategic Management Society (SMS) conference: "Teaching Line Managers How to Become Better Strategists" (November 2004)
- Keynote talk at the Northeast Regional EMBA conference in NYC (March 2005)
- Keynote talk at Fiserv SourceOne's Customer Executive Advisory Board (April 2005)
- Blue Ocean Strategy MBA workshop at the Lincoln LTC 100 senior management conference in health care (May 2005)
- Keynote commencement address at Pace University's Executive Leadership & Development program (June 2005)
- Blue Ocean Strategy keynote speech and value innovation workshop at ALSTOM Power Inc.'s worldwide management meeting (June 2005)
- Keynote talk to Georgia State University's Marketing Roundtable in Atlanta (September 2005)
- Blue Ocean Strategy executive education seminars, Olin School of Business, Washington University, St. Louis, MI (September 2005 and 2006)
- Blue Ocean Strategy Keynote Talk, Westchester Business Council "Books to Bank On" Author Series (December 2005)

- Blue Ocean Strategy Keynote talk to Cox Communications' Marketing Leadership Roundtable (January 2006)
- Launched University of Dayton's Targeted Solutions Program for executives, Dayton, Ohio (February 2006)
- Blue Ocean Strategy workshop at Home Care 100 conference, Phoenix, Arizona (February 2006)
- Keynote talk delivered to PMRG spring conference, Las Vegas, NV (March 2006)
- Blue Ocean Strategy executive education seminar for Visanet, Sao Paolo, Brazil (March 2006)
- Breakfast seminar for BW College's Professional Development Series, Cleveland, OH (March 2006)
- Keynote talk at Yellow Pages Association annual meeting, Orlando, FL (April 2006)
- Paper selected for presentation at the 2006 Strategic Management Society (SMS) conference: "The Blue Ocean Strategy Process in Action" (November 2006)

Ralph holds an MBA degree from New York University, Stern School, with distinction and a BS degree in mathematics and computer science from Pace University, summa cum laude. He has participated in strategic management programs at Wharton, Harvard, and INSEAD.

Ralph resides just outside of New York City in Westchester County, NY.