



### **About Geoffrey Moore**

*Managing Director, TCG Advisors  
Venture Partner, Mohr Davidow Ventures*

Geoffrey Moore is a best-selling author, a Managing Director at TCG Advisors and a venture partner at MDV. Recognized as a leading business consultant to large companies facing formidable strategic challenges, Geoffrey works with established enterprises in his role of Managing Director of TCG Advisors. In this role, he divides his time between consulting on strategy and transformation challenges with senior executives and developing mental models to support the practice. With this focus in mind he has written *Dealing with Darwin: How Great Companies Innovate at Every Phase of Their Evolution*. Also recognized for his expertise in market development and business and investment strategies, as a Venture Partner at Mohr Davidow Ventures he serves as an advisor to many of their portfolio companies by drawing upon best practices derived from his extensive background working with technology startups.

Geoffrey has made the understanding and effective exploitation of disruptive technologies the core of his life's work. His books, *Crossing the Chasm*, *Inside the Tornado*, *The Gorilla Game*, and *Living on the Fault Line* are best sellers and required reading at leading business schools. Highly regarded as a dynamic public speaker, Geoffrey is the founder of The Chasm Group and currently is the managing partner of TCG Advisors. Earlier in his career, he was a principal and partner at Regis McKenna, Inc., a leading high tech marketing strategy and communications company, and for the decade prior, a sales and marketing executive in the software industry.

He holds a bachelor's degree in literature from Stanford University and a doctorate in literature from the University of Washington.

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