

**LAURENCE PRUSAK**  
[www.laurenceprusak.com](http://www.laurenceprusak.com)

**Larry Prusak** is a researcher and consultant and was the founder and director of the Institute for Knowledge Management. This was a global consortium of member organizations engaged in advancing the practice of knowledge management through action research.

Larry has been studying knowledge and learning in organizations for the past two decades and has extensive experience, both within the U.S. and internationally, in helping organizations with their information and knowledge resources. He has also consulted with many U.S. and overseas government agencies, NGO's, as well as having taught and lectured in many universities. In addition he has been widely quoted, has published several innovative and influential books, and has given over 200 major speeches.

## **WORK EXPERIENCES**

Distinguished Scholar in Residence, Babson College.  
Co-Director, Working Knowledge Research Program, Babson College  
2004-present

Senior advisor on knowledge issues, NASA (U.S. National Aeronautics and Space Agency), 2005-present

Senior advisor to McKinsey and Co., 2002-2006

Founder and Executive Director, Institute of Knowledge Management, IBM Corp., 1996-2002

Founder and Principal, Center for Business Innovation, Ernst and Young, 1990-1996

Principal, Mercer Management Consulting 1980-1990

Taught social and economic history and the history of ideas in several universities in the New York City area, 1972-1978

## **TEACHING EXPERIENCES**

Working Knowledge Research program, Babson College. 2004-present

Creating the 21st Century Organization, Harvard University Business School, Executive Education Program, 2004-2007

First Trust Bank Chair of Innovation, Queen's University, Belfast, Northern Ireland.  
2005

Visiting Scholar, Victoria University, Wellington, New Zealand. 2004,2006

Visiting Scholar, Tel Aviv University, Tel Aviv, Israel, 2005

Fellow, Jones Center, Wharton Business School, University of Pennsylvania 2003-2005

Guest lectured in the following universities:

Massachusetts Institute of Technology, Stanford University, University of Southern California, New York University, National University of Taiwan, University of Melbourne, Warwick University, Luiss Business School(Rome), Copenhagen Business School, Stockholm School of Economics, Korean National University, and Emirates Center for Strategic Studies.

## **PUBLICATION**

### **Books:**

Managing Information Strategically(with James McGee) John Wiley, 1994

Information Ecology(with Tom Davenport) Oxford University Press, 1997

Working Knowledge(with Tom Davenport) Harvard University Business School Press, 1998 Paperback edition 2001

In Good Company(with Donald Cohen) Harvard University Business School Press, 2002

What's The Big Idea(with Tom Davenport) Harvard Business School Press, 2004

Creating Value with Knowledge(edited with Eric Lesser) Oxford University Press, 2003

Knowledge Management and Organizational Learning(edited with Eric Matson) Oxford University Press, 2006

The Future of Knowledge to be published by Harvard University Business School Press, 2009

### **Book Chapters:**

"My Life as a Storyteller" in: Storytelling in Organizations, edited by Steven Denning, Elsevier, 1999

"People who Make Organizations Go or Stop" in: Networks in the Knowledge Economy, Oxford University Press edited by Rob Cross, et. al., 2002

"Political Economy of Knowledge Markets"(with Rob Cross) in: Handbook of Organizational Learning and Knowledge Management edited by Marjorie Lyles et. al. Blackwell Publishers 2003

"Knowledge Management in Consulting Firms"(with Tom Davenport) in: The Contemporary Consultant ed. by Flemming Poulfelt et al.

"Knowledge in Organizational Settings"(with Leigh Weiss) in: Knowledge Creation and Management ed. by I. Nonaka Oxford University Press, 2007

"Seeing Knowledge Plain:How to make Knowledge Visible"(with Leigh Weiss), in: New Frontiers of Knowledge Management edited by K. De Souza, Palgrave Macmillan

## **Major Articles:**

"Blow Up the Corporate Library"(with Tom Davenport), International Journal of Information Management, 1995  
"Information Politics"(with Tom Davenport), Sloan Management Review, 1996  
"The Eleven Sins of Knowledge Management", California Management Review, 1998  
'Where Did Knowledge Management Come From", IBM Systems Journal, 2002  
"How to Invest in Social capital"(with Don Cohen), Harvard Business Review, 2002  
"People Who Make Organizations Go-and Stop"(with Rob Cross), Harvard Business Review, 2003  
"Preserving Knowledge in an Uncertain World" (with Eric Lesser), Sloan Management Review, 2003  
"Who's Bringing You Your Hot Ideas"(with Tom Davenport), Harvard Business Review, 2003  
"The Performance Variability Dilemma"(with Eric Matson), Sloan Management Review, 2003  
"The Madness of Individuals"Harvard Business Review, 2004  
"Learning from Internet Giants"(with Leigh Weiss, et al) Sloan Management review, 2005  
"The World is Round", Harvard Business Review, 2006  
"The Cost of Knowledge", Harvard Business Review, 2006"  
"Knowledge Networks in the Age of the Semantic Web", Briefings in Bio-informatics, 2007  
"Knowledge Heuristics", Techno-innovation, 2008  
"Organizational Governance of Knowledge and Learning"(with Bruce Strong, et al), Knowledge and Process Management, 2008

## **HONORS**

H.W. Wilson award for Best Article in Information Science, 1999  
Voted one of ten most admired leaders Knowledge Leaders in the World, Telos, 2000  
Lewin Spirit Award from Organizational Science, 2000  
Simmons College Distinguished Alumni Award, 2001  
McKinsey Award Judge, Harvard Business Review, 2003  
In Good Company voted one of ten best business books of the year by Harvard Business Review, 2003  
Honorary Ph.D. in Information Science from Long Island University, 2003

## **EDUCATION**

B.A. History, Long Island University  
M.A. History, New York University  
All course work and exams completed for PhD in History, New York University  
M.S. Information Science, Simmons College  
Honorary Ph.D, Long Island University