

Michael J. Burtha

Michael's career over the last 24 years has successfully focused on improving organizational capability and performance through the implementation of knowledge sharing, continuous learning, and collaborative business strategies. Outcomes include enhanced ability to cope with increasing business complexity, dynamic change, information overload, and increasing global competition. In partnering with his clients he has been responsible for designing and implementing over 300 knowledge sharing, learning, and collaboration programs. As Founder and President of Applied Collaborative Strategies, LLC, he works closely with leaders to build knowledge-enabled collaborative organizations that are adaptive, agile, innovative, resilient, and responsive.

Michael was recognized as one of the Top 20 *Most Admired Knowledge Leaders in the World* (Global Teleos 2000 executive survey) and *Knowledge Management* magazine honored Michael in 2001 as a global *Mover & Shaker*, "whose work is innovative, effective, and exemplary" and "whose actions are causing momentous shifts in strategic business thinking."

Most recently, Michael served as Executive Director, Worldwide Knowledge Networking & Collaboration for Johnson & Johnson where the worldwide program he created in 1997 was recognized as one of the top 40 *Most Admired Knowledge Enterprise* programs in the world for six consecutive years from 1998-2003 (Teleos, 1998-2003 executive survey). While at Johnson & Johnson Michael received two worldwide *J&J IMAGE Awards* and a *J&J Achievement Award*, in recognition of outstanding effort, personal dedication, organizational leadership and business impact.

In May 2003 *Collaboration* was successfully established as one of four Strategic Global Business Imperatives for Johnson & Johnson's future growth. In October 2003 Michael moved on from his position at J&J and was awarded a *Johnson & Johnson Standards of Leadership Award* for his effort and leadership.

Michael's background also includes responsibilities in process improvement and global Six Sigma programs. Knowledge sharing and collaboration application areas include New Product & Service Development, Process Excellence (Six Sigma), R & D Commercialization, Compliance & Regulatory, Manufacturing, M&A, Supply Chain, Distribution, Engineering, Marketing, IT/IM, Finance, Sales, Human Resources, Advertising, Compensation, Privacy, Communications, Health & Safety, Environmental, and Legal.

Michael holds the appointment of *Visiting Scholar* at Harvard University's Graduate School of Education, and for the last three years he has been a *Fellow* at the Center for Organizational Development and Leadership at Rutgers University where he teaches, conducts research in leadership and collaboration, and guest lectures. He is a founding member of the Learning Innovations Laboratories program at Harvard University, a founding member of CPSquare KM consortium, and a founding member, current chairman, and program director of the Conference Board's *Learning and Knowledge Management Council*. He serves on the Editorial Advisory Board of *Knowledge Management Review*, *Journal of Knowledge Management*, and the *Journal of Innovative Management*. His experience and insights have been documented in many articles and books focused on leadership, knowledge sharing, idea generation, and collaboration, and in publications including *Business Week*, *Forbes*, *Fortune*, *Information Week*, *Info World*, *Across The Board*, *KM World*, *Knowledge Management Review*, *Journal of Knowledge Management*, *Knowledge Management magazine*, and *Harvard Business Review*.

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