

CV for James Allen

Highlights

James Allen is a senior partner with Bain & Company, based in London. He was the founder of our global Strategy practice, and led it for over 20 years. He also founded Bain's Customer strategy & Marketing practice. Jimmy is a recognized leading expert on corporate and business unit strategies and the co-author of several best-selling strategy books including the Profit from the Core trilogy and Founder's Mentality (all HBR)

Currently Jimmy is leading Bain's global CEO forum initiative and developing new insights derived from over 270 global forums with company founders and CEOs across 35 markets. He also leads our thinking on how large incumbents can keep the sense of insurgency alive, by strengthening their scaling and business-building skills.

Jimmy has served two terms on Bain's Board of Directors and chaired Bain's Nominating Committee



James Allen

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Relevant experience

Most recently:

- Co-leads the firm's **Innovation and Insights Groups**, including a multi-year effort on *The CEO Agenda* that has been shared with more than 3000 CEOs and executives, and is integral to many CEO training programs. Bain's CEO Forums help CEOs define their agenda and respond to the latest business challenges.
- Leads Bains global **CEO forums initiative**, which develops insights on how companies can retool their organizations as they emerge from the crisis. As part of this, he has developed new IP on the 'Roadmap for a post-pandemic world', reflecting his discussions with CEOs and their Leadership teams on this topic.

Authorships:

- Co-Author of Bain's research on the *Firm of the Future*, presented at the World Economic Forum in 2017 and featured in The Financial Times Leadership Dialogues
- Co-author of several best-selling books; his articles and blogs appear regularly in the Harvard Business Review and The Wall Street Journal.
 - *The Founder's Mentality* (2016) examines how founder-led companies successfully scale without losing their entrepreneurial spirit.
 - *Repeatability: Build Enduring Businesses for a World of Constant Change* (2012)
 - *Profit from the Core: a Return to Growth in Turbulent Times* (2010)
 - And an updated edition, *Profit from the Core: Growth Strategy in an Era of Turbulence* (2001)
- MBA from Harvard Business School (Baker Scholar)
- Joined Bain in Boston in 1989, transferring to Moscow in 1991 to lead the firm's emerging Russian practice.
- Relocated to London in 1995 to lead UK Consumer Products and Strategy Practices