

# Steven Stralser, Ph.D.

Professor Emeritus of Entrepreneurship



## About Thunderbird:

Thunderbird is the world's No. 1-ranked school of international business with more than 65 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt an official Professional Oath of Honor. Thunderbird's global network of alumni numbers 40,000 graduates in 147 nations worldwide. The school is sought out by graduate students, working professionals and companies seeking to gain the skills necessary for success in today's global economy.

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## Areas of Expertise:

Global business plans, Entrepreneurial culture in large and complex organizations, Executive education and coaching, Executive education content development, New venture launch, Business innovation and creativity

Steven Stralser, Ph.D., is a clinical professor of entrepreneurship in Thunderbird School of Global Management's Walker Center for Global Entrepreneurship, where he and his colleagues advance the practice of entrepreneurship through innovation and creativity, family enterprise, sustainability, women entrepreneurship in developing countries, global enterprise, global intrapreneurship, starting and growing a business, and corporate venturing.

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Dr. Stralser is the co-academic director of Thunderbird's Project Artemis, a business training program for the women of Afghanistan founded in 2005 to give women from war-torn Afghanistan entrepreneurial training, coaching, mentoring and access to resources that have allowed them to help rebuild their ravaged nation by starting small businesses in their homeland.

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With more than 20 years of experience as an entrepreneur, Dr. Stralser has held high-level marketing and consulting positions in business, industry and non-profit organizations. His expertise is also sought after by top media organizations including ABC, CBS, NBC and NPR.

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He is a member of the Board of Directors of TiE (The Indus Entrepreneurs), a global organization supporting entrepreneurship, with over 12,000 members across 11 countries; a Board member of Salt River Devco, the commercial real estate development arm of the Salt River Pima Maricopa Indian Community; and a Board member of FlexxCoach, an e-learning venture focused on the improvement of youth

*Educating global leaders who create sustainable prosperity worldwide*

sports coaching education.

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Dr. Stralser is well known for his successful "MBA in a Day," a business-basics seminar series for highly trained professionals who specialize in areas such as medicine and law, but lack basic business knowledge. Dr. Stralser's writings include *MBA in a Day: What You Would Learn at Top-Tier Business Schools (If You Only Had the Time!)*, originally published in 2004 by John Wiley & Sons. The book, based on his seminar series of the same name, has earned critical praise for its concise, comprehensive coverage of the vital business topics, important concepts, and proven strategies taught at top business schools.

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Prior to joining the faculty at Thunderbird in 2000, Dr. Stralser taught marketing and marketing strategy at the University of Michigan. He was an adjunct professor of marketing and entrepreneurship at the University of Arizona's Eller College of Management from 1996 to 2000.

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Dr. Stralser was a Fulbright Senior Scholar in Eastern Europe in 1999, teaching marketing management in the MBA program at Budapest University of Economic Sciences, as well as entrepreneurship coursework at the University of Miskolc.

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Dr. Stralser earned his Ph.D. at the University of Michigan in 1996. He received his MBA from Arizona State University and his BS in marketing from the University of Arizona.