



Dwight L. Gertz

Associate Professor of Practice

BA, Yale University

MBA, Harvard University

Professor Gertz teaches courses in Strategy, Executive Decision Making, and International Business to undergraduates, MBA candidates, and executives.

Prof. Gertz's academic interests are fueled by his extensive experiences in strategy consulting – most recently with Celerant Consulting as President of the Americas and a member of the Executive Management Team. Prior to Celerant, Professor

Gertz was CEO of Symmetrix, a 120-person software and consulting firm where he led a restructuring of the business that enabled the firm's shareholders to gain significant returns on a merger and initial public offering in 1997 and 1998.

In 1993, he joined Mercer Management Consulting, where he led the firm's program to develop and promote proprietary intellectual capital to help clients accelerate the growth of their businesses. As part of this effort, he co-authored the book *Grow to be Great: Breaking the Downsizing Cycle*, which was published by Simon & Schuster in 1995. In 2004, the Harvard Business Review cited *Grow to be Great* as still the best book on the issue of growth. Harvard Business School's case study on the writing of the book is still taught at Babson and elsewhere.

In 1980 Professor Gertz joined Bain & Company in their Boston Office where he served clients for eleven years representing companies in a variety of industries such as transportation, technology, financial services, manufacturing, retail, mining, media, advertising, and private equity. He was promoted to Partner in 1985. Internally, he led the creation of Bain's well known entry-level training programs and also served as Vice President-Administration and Human Resources for the firm's North American region. Professor Gertz left Bain in 1991 to accept a position in the founding management team of the Loyalty Group as Vice President-Sales, for this startup business. He led sales teams that generated over \$150 million in revenue.

In addition to his extensive consulting and executive management experience, Professor Gertz spent over 20 years in the US Navy and was commissioned as a Special Duty Intelligence Officer. Following active duty, he continued to serve with the Navy Reserve Intelligence Programs as the commanding officer of three naval intelligence organizations, responsible for up to 200 reservists and full time personnel. He retired from the Navy with the rank of Captain.