



## **GRAIL RESEARCH SELECTED TO PARTICIPATE IN HULT INTERNATIONAL BUSINESS SCHOOL ACTION LEARNING PROJECT**

*CEO Colin Gounden to Discuss Research Strategies that Drive Innovation in a Dynamic Business Climate*

**CAMBRIDGE, Mass. – June 29, 2009** –Grail Research, the leading global strategic research and decision support firm, today announced its participation in the Hult International Business School’s Action Learning Project. Hult International Business School and the Center for Innovation, Excellence and Leadership (IXL) selected Grail Research based on its thought leadership in next-generation research and its experience delivering actionable insights to Fortune 500 companies around the world.

During the ALP Project Launch, Grail Founder and CEO Colin Gounden will deliver a presentation, titled “It’s not about the research,” to an audience of Hult students and executives from companies including BAE Systems, EMC, Osram Sylvania, Philips Healthcare, and Sherwin Williams on Monday, June 29 at 11:00 a.m. at Hult’s Boston campus. Through real examples, Gounden will demonstrate the key factors and fluctuating market dynamics that have created today’s business landscape, and explain why these changes are driving demand for a new kind of market research. He will provide advice to the students and executives on how to conduct effective research that produces valuable insights that can in turn be used to spur ongoing innovation, make more informed decisions, and solve even the toughest business challenges.

Designed and managed by IXL Center, the Action Learning Project follows a cutting-edge methodology for identifying business innovations to help companies drive their growth. Each participating organization will work with four to five student innovation teams and an IXL mentor to develop big, bold, innovative solutions to real business problems. At the outset of the program Grail will provide custom research to Hult students designed to educate them about the

individual companies, their respective industries, and their key areas of interest. Grail will empower students with the intelligence, insight, and direction they need to provide value to these clients.

“Grail Research is highly committed to supporting advanced education efforts worldwide, and has actively participated in programs from Africa to the Middle East and India,” said Gounden. “From right here in Boston, Hult offers a particularly notable action learning program that merges real-world corporate issues into its curriculum. Hult’s leaders are on the cutting-edge of business education and we fully endorse the program’s focus on innovation – a mindset and spirit we emphasize at Grail.”

“The Action Learning Program at the Hult International Business School is the capstone for the Hult MBA program. We have put together a unique and differentiated program for the students to consult the best companies in the world. These students are further enabled through the powerful technology and research partnerships with great companies like Grail Research. Grail’s market intelligence capabilities and insights are world-class,” said Dr. Hitendra Patel, Director and Professor of the ALP Program at Hult International Business School.

### **About Colin Gounden**

Colin Gounden is the CEO and founder of Grail Research, a global research and decision support firm that provides organizations with accurate, succinct answers to their most important business questions. Gounden is a board member and senior partner of Monitor Group and also serves on the advisory board of Safecore. Throughout his career, Gounden has helped hundreds of clients adjust strategic focus, uncover growth opportunities, and address infrastructure and organizational management issues. He has personally advised senior executives at leading global companies including American Express, JP Morgan, and Royal Dutch/Shell, and has worked closely with Monitor’s \$2B private equity firm to seek investments in the information services market.

Mr. Gounden is a graduate of Harvard University, and his articles and commentary related to technology and new business development have appeared in publications including *The Guardian*, *The Times*, *Knowledge Management*, and *The Financial Times*.

### **About Grail Research**

Grail Research is a global research and decision support firm that provides organizations with accurate, succinct answers to their most important business questions. In today’s rapidly changing environment, global corporations rely on Grail Research to deliver the critical market intelligence required to make fact-based strategic decisions that support business growth. These

include topics such as entering new markets, launching and enhancing products, making acquisitions or strategic investments, unseating competitors, and more. Based in Cambridge, Mass., Grail Research is a business unit of Monitor, one of the world's leading business advisory firms. For more information, visit [www.grailresearch.com](http://www.grailresearch.com).

### **About IXL Center and Hult International Business School**

IXL Center provides education, training and certification programs to help corporate executives and managers whose organizations require growth through innovation. IXL's MBA-accredited courses cover the full range of innovation management concepts enabling organizations to systematically and comprehensively connect the dots and drive successful innovation across the extended enterprise or build specialized innovation skills in functional areas such as technology, design and operations. Courses and certification programs are delivered via global training locations, eLearning environments and custom curriculum programs at an organization's location. For more information, visit us at [www.ixl-center.com](http://www.ixl-center.com).

Hult International Business School, formerly the Arthur D. Little School of Management, is a NEASC and AMBA accredited business school. Established in 1964, Hult offers a unique one year MBA program to a diverse student body from over 50 countries. Its flagship MBA program received top rankings from both the *Financial Times* and the *Economist Intelligence Unit*. The school has four campus locations: Boston, London, Dubai, and Shanghai. Hult is partner of EF Education First, the world's largest private education organization. [www.hult.edu](http://www.hult.edu)

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