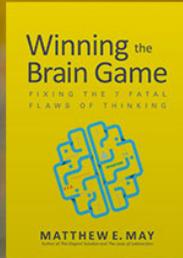
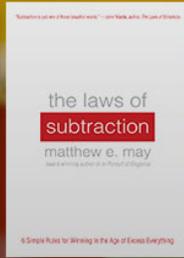


# MATTHEW E. MAY



Author • Speaker • Advisor

## BIO

Matthew E. May is an internationally recognized leadership advisor specializing in enterprise strategy development, human-centered innovation, and lean operations. He is the name principal of Matthew E. May, which he launched after his 8-year tenure with Toyota as a fully retained senior advisor. Matthew offers advisory, facilitation, and training services to help senior managers and their teams define innovative new strategies and build competitive capability. He works with organizations of all types, industries and sizes, all over the world, from startups to Fortune 100 companies. In late 2018, he co-founded Stratechia (Stratechia.com), a Los Angeles-based strategy studio focused on helping tech-related companies grow profitably.

## EXPERTISE

Matthew is a master of three of the most powerful frameworks in business today:

1. **Playing-to-Win** (strategic choice-making framework)
2. **Design Thinking** (human-centered innovation)
3. **Lean** (Toyota-based continuous improvement)

His approach has been shaped by two important influences. First, by being a part of the Toyota team. It was a life- and career-changing experience which enabled him to publish a 2006 bestselling book about their innovative methods (*The Elegant Solution*) and enter the global keynote speaking circuit, regularly addressing international audiences on topics of creativity, innovation, strategy, and Toyota lean thinking. In 2012 he became a protege of leading strategist Roger L. Martin, #1 on the Thinkers50 list, and former dean of U. Toronto's Rotman School.

Matthew has now published five critically acclaimed books, and has contributed to *The New York Times*, *Harvard Business Review*, *Strategy+Business*, *Rotman Magazine*, *Fast Company*, *99U*, *American Express OPEN Forum*, and *INC*. He currently is a staff writer for the Medium.com publication, *The Startup*.

## EDUCATION

- MBA, The Wharton School , U. Pennsylvania (1985)
- BA, Johns Hopkins University, (1981)
- Design Thinking, Stanford University "d school" (2012)

## History

Matthew E. May LLC

*Name Principal*

2006 - present

Leadership advisory specializing in strategy development/ deployment, human-centered innovation, and lean operations. Work closely with senior managers and their teams to define innovative new strategies and build competitive capability.



Toyota Motor Sales, USA Inc  
*Senior Advisor, U. Toyota*

1998 - 2006

Fully retained advisor to executive management of University of Toyota, Toyota's corporate university. Involved in signature program design and development, kaizen training and coaching, corporate creativity, innovation strategy, Toyota Production System training, lean thinking.

J. D. Power & Associates  
*Automotive Consultant*

1994 - 1998

Lead consulting engagements with automotive OEMs, suppliers, and retail dealerships.