David S. Evans, Founder, Market Platform Dynamics

David S. Evans is an economist, business advisor and a recognized global authority on the design and implementation of complex business strategies and business models.

David has more than 25 years of experience helping companies worldwide design business strategies to overcome the "chicken and egg" problem of getting multiple customer groups on board the same platform at the same time. David and his long-time collaborator, Dick Schmalensee of MIT Sloan School of Management, are among the early pioneers in the research of "multi-sided markets" and the economic principles that inform the unique design of business models, pricing and incentive structures, and product design for these platform-based businesses. These insights and the proprietary framework that David developed for multi-sided businesses are the underpinning of his latest book *Catalyst Code: The Strategies Behind the World's Most Dynamic Companies* (Harvard Business School Press, May 2007). He has written more than 80 academic papers, articles and op-eds related to this topic.

A frequent keynote speaker, David is often called upon to lead thought-provoking industry discussions and to share his insights on the success and failure of businesses worldwide. He has keynoted internationally, in a wide range of executive forums in the payment, digital media and mobile fields.

David is the co-author of several books including *Paying with Plastic: The Digital Revolution in Buying and Borrowing* (The MIT Press, 2005) which has been called the "definitive source on the payment card industry," and *Invisible Engines: How Software Platforms Drive Innovation and Transform Industries* (The MIT Press, 2006), which won the award for best business book of 2006 from the Association of American Publishers.

David is a visiting professor at University College London and the University of Chicago. He is the founder of Market Platform Dynamics (MPD), a boutique consulting firm that helps businesses leverage economics and quantitative methods for growth and profit. David has a Ph.D. and undergraduate degree in economics from the University of Chicago. He also serves on the boards of several high-technology companies and is a longtime advisor to some of the largest platform-based companies in the world.