

Mikołaj Jan Piskorski, Managing Director, Market Platform Dynamics



Mikołaj Jan Piskorski, who goes by Misiek, is a Managing Director at Market Platform Dynamics and an Assistant Professor of Business Administration in the Strategy Unit at the Harvard Business School, where he teaches his own course on Competing With Social Networks. Previously, Misiek was on the faculty at the Graduate School of Business at Stanford University. He has taught numerous executive education programs, and served as a consultant to large corporations in the financial services and computer hardware and software industries, as well as small Web 2.0 companies.

Misiek's current research examines how firms can harness the power of social networks to build sustainable businesses. He is an expert on why and how people use on-line social networks, both in the US and abroad, and how firms can use them to increase viral product adoption. He has also applied many of these insights to large organizations as they seek to become more agile and use social networks to execute their strategies. Misiek's previous research examined the role of social networks in the venture capital industry. Prior to that, Misiek studied the role of organizational design in implementation of corporate strategies.

Misiek's research has been published in *Administrative Science Quarterly* and *Social Forces* and cited in the *New York Times*, *Business 2.0*, and *Investors Business Daily*. He also serves on the editorial boards of several academic journals including *Administrative Science Quarterly*, *American Journal of Sociology*, *Management Science* and *Organization Science*.

Misiek received his B.A and M.A. (Cantab) from University of Cambridge where he read Economics and Politics at Christ's College. Subsequently, he received his A.M. in Sociology and Ph.D. in Organizational Behavior from Harvard University.