

Tom Eisenmann, Managing Director, Market Platform Dynamics



Thomas R. Eisenmann is Managing Director of Market Platform Dynamics and Associate Professor in the Entrepreneurial Management Unit at Harvard Business School. He studies management challenges in businesses with network effects. Professor Eisenmann teaches Managing Networked Businesses in Harvard's MBA elective curriculum.

Professor Eisenmann is the author of the best-selling HBS Case, Google, Inc., author of “Strategies for Two-Sided Markets” for *Harvard Business Review*, editor of *Internet Business Models: Text and Cases* (McGraw Hill/Irwin, 2002) and serves on the editorial board of *Strategic Management Journal*. He is also a member of the Board of Directors of Harvard Student Agencies, the world's largest student-run corporation, and was a Director of OneMain.com, one of the ten largest U.S. Internet Service Providers prior to its acquisition.

Professor Eisenmann spent eleven years as a management consultant at McKinsey & Company. As the co-head of McKinsey's Media and Entertainment Practice during the early 1990s, he directed teams addressing a broad range of strategic, organizational, and operational issues for clients engaged in network broadcasting; cable programming; newspaper, magazine, and book publishing; and motion picture production.

Professor Eisenmann received his DBA ('98), MBA ('83), and BA ('79) from Harvard University. His doctoral thesis examined the factors driving consolidation in the U.S. cable television industry.

He lives in Weston, Massachusetts with his wife, Jill Greenthal, a Senior Adviser at The Blackstone Group (and an HBS sectionmate) and their two children.