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Michael is the Lead Advisor of EvolutionLtd and an Academic Advisor to the Boston Consulting Group. A winner of the 2018 Theory to Practice Award from the StrategieForum, he was selected in 2019 as one of the Thinkers50. He writes for HBR, SMR and Forbes.com, and has appeared at the FT, CNN and BBC. He works on thought leadership with consultants such as McKinsey, IDEO, Accenture, PwC, Deloitte, Keystone and ECSi, and on strategy with corporates such as Haier, Huawei, MasMovil, Vodafone, Nokia, SAP, Enel, Santander, Helvetia, Zurich, CS, Airbus, DeBeers, Burberry, MerckSerono and the NHS. He served on the Global Agenda Council of the World Economic Forum and has presented at the Davos Annual meetings.