



EXECUTIVE FORUM '18

DEBATE. INCUBATE. ACCELERATE.

Sheena Iyengar

Columbia Business School

Inaugural S.T. Lee Professor of Business in the Management Division

Sheena S. Iyengar is the inaugural S.T. Lee Professor of Business in the Columbia Business School. She has taught on a wide variety of topics, including leadership, decision making, creativity, innovation, and globalization. Considered one of the world's leading experts on choice, Dr. Iyengar's core research focusses on the psychology of choice and decision-making, addressing how humans face challenges in a world where they are inundated with options.

Her book, "The Art of Choosing," explores topics such as - why choice is powerful and where its power comes from, the ways in which people make choices, and the relationship between how we choose and who we are. Dr. Iyengar has also turned her attention to tackling issues in the business world through the lenses of network analysis and diversity-inspired research. Dr. Iyengar's work has been published in premiere academic journals across such disciplines as economics, psychology, management, and marketing, and she received the Presidential Early Career Award in 2002, and has been voted among the Top 50 most influential business thinkers by Thinkers50 and rated one of the world's best B-School Professors by Poets and Quants. Her book, The Art of Choosing received one of the six Financial Times and Goldman Sachs Business Books of the Year 2010 awards, and was ranked #3 on the Amazon.com Best Business and Investing Books of 2010. Her research is regularly cited in the popular media, including the New York Times, Wall Street Journal, the Economist, and BBC. Dr. Iyengar has also appeared on television programs like the Today Show, the Daily Show, and Fareed Zakaria's GPS on CNN. Her TED Talks have collectively received almost four million views and her research continues to inform markets, businesses, and people all over the world.

Dr. Iyengar knows firsthand how the power of choice can transform lives. When she was three years old, she was diagnosed with a rare form of retinitis pigmentosa, an inherited disease of retinal degeneration. By 6th grade, she had lost the ability to read, and by 11th grade, she had lost her sight entirely and could only perceive light. Dr. Iyengar was told by her high school guidance counselor that she shouldn't bother applying to college. Not only did she choose to go to college, she graduated from the Wharton School of Business at the University of Pennsylvania with a B.S. in Economics and a B.A. in Psychology. She then earned her Ph.D. in Social Psychology from Stanford University and joined the Columbia faculty in 1998. Sheena's parents immigrated to New York from Delhi, India by way of Toronto, Canada, where she was born. Sheena currently lives in New York with her son.