



## Peet van Biljon

Innovation, strategy and business ethics

Peet van Biljon is the owner of BMNP Strategies LLC, an advisory firm that he founded early in 2016. He is the current chair of the Innovation Council at Capital Expert Services, and an adjunct professor at Georgetown University's McCourt School of Public Policy, where he co-teaches a graduate course on innovation in public policy.

Peet managed the Global Innovation Practice at McKinsey & Co., where he served clients across a broad range of industries including automotive, industrial, consumer goods, financial services, aerospace, high-tech, oil and gas, and travel. He is recognized as an expert on a full range of innovation topics, including innovation strategy, portfolio/pipeline management, generating and launching new innovations, and organizing for innovation.

### **DOMAIN EXPERTISE:**

Peet is an executive advisor on innovation strategy, Industry 4.0 transitions, and ethical artificial intelligence (AI). He is also an author and speaker on business ethics.

His functional expertise includes strategy, innovation, technology and R&D management, and product development. He serves clients in all sectors, but has particularly deep expertise in advanced industries (aerospace, defense, and automotive), professional services, and the manufacturing and high-tech sectors.

Peet specializes in ethics-driven innovation®, an innovation process he developed to help clients design successful business models that meet the highest ethical standards.

### **APPOINTMENTS, HONORS, AND PUBLICATIONS:**

Peet serves on several IEEE committees setting ethical standards for AI and autonomous systems. He has co-authored several research articles and white papers on innovation, and is the author of the book *Profit with a Higher Purpose – a Christian Guide to Business Leadership*.

### **EXPERT WITNESS CREDENTIALS:**

By virtue of his education, professional experience, and other accomplishments Peet van Biljon is qualified to serve as an expert witness in a variety of corporate matters related to growth strategy and innovation.

For a full biography, see <https://www.linkedin.com/in/peetvanbiljon/>