

TRUMAN C O M P A N Y



Mark Bonchek

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Mark Bonchek is the chief executive officer of Truman Company and a specialist in executive-level marketing and business networks.

Truman Company helps companies develop and sustain meaningful relationships with senior-executive influencers and decision-makers. Through councils, content, and communities, Truman Company elevates sales and marketing efforts to engage executives in collaborative relationships.

Throughout his career, Mark has pioneered new models for professional services that connect people and ideas to solve business challenges. As a cofounder and managing director of Tapestry Networks, chief operating officer of McKinsey & Company's TomorrowLab division, and director of research for the Strategos Institute, Mark has developed leadership networks to address issues related to market growth, disruptive technologies, strategy innovation, and policy reform.

Mark holds a Ph.D. in Political Economy and Government from Harvard University and an A.B. in Economics from Princeton University. He served as a research associate at the MIT Artificial Intelligence Lab, where he led the Political Participation Project. His 1997 doctoral thesis "*From Broadcast to Netcast*" predicted the transformative combination of social networks and computer networks we see today.

Mark is the co-author of the book *Analyzing Politics: Rationality, Behavior and Institutions* and, most recently, the chapter "The Power to Convene" in *The Firm as a Collaborative Community* published by Oxford University Press.