



From Greenlands to Tellusant

Academic research meets real-world management problems

Staffan Canback, DBA6

Introduction

The presentation describes my journey from Henley doctoral research to founding two global companies: Canback Consulting and Tellusant. It shows how the general learnings from the doctorate can be applied to address important business issues.

Background

Education and awards

- Master of Science in Electrical Engineering, 1979, Royal Institute of Technology, Stockholm
- Master of Business Administration, 1983, Harvard Business School, Boston
- Doctor of Business Administration, 2002, Henley Business School, Greenlands
- Fulbright Scholar, 1981
- Marcus Wallenberg Foundation Scholar, 1994
- EDAMBA first prize for best European doctoral thesis in business administration, 2002/03

Career

- McKinsey & Company, Partner, 1984-1994
- Monitor Company, Partner, 1995-2002
- Canback Consulting, Managing Director, 2004-2020
- Tellusant, Executive Chairman, 2020-

Henley thesis

Bureaucratic Limits of Firm Size: Empirical Analysis Using Transaction Cost Economics.

The thesis tests Oliver Williamson's proposition that transaction cost economics can explain the limits of firm size.

References

1. S Canback (2002), 'Bureaucratic Limits of Firm Size', doctoral thesis, Henley Business School
2. S Canback, P Samouel, D Price (2006), 'Do Diseconomies of Scale Impact Firm Size and Performance?', *ICFAI Journal of Managerial Economics*, vol. 4, no. 1, pp. 27-70
3. S Canback (2005), 'Does Corporate Size Matter?', *Axess*, vol. 4, no. 7, pp. 21-24

Presentation

- My presentation shows how the Henley doctoral research opened the door to pursuing a truly global professional services career beyond my previous experiences at McKinsey and Monitor.
- It also shows the power of quantitative analysis and how large companies hunger for analytical innovations.
- A lesson learned is that for some people, including myself, it pays off to chart one's own course no matter how prestigious former employers are. It is a tough journey though.

Future Path

- My latest company, Tellusant, is on track to revolutionise higher-order cognitive processes at large companies.
 - Examples are, e.g., strategy development, market entry, portfolio management, commercial due diligence.
 - Large data sets, rigorous statistical analysis, and pooling of global knowledge are success factors.
 - Models are cloud-based to ensure globally harmonized data, uniform and standardized definitions, and efficiency.
- The lessons learned at Henley are critical to success and are the hallmarks going forward:
 - Rationality
 - Facts
 - Attention to detail
- We aim to be the global leader in the emerging field of management strategy software

Acknowledgements

- Phillip Samouel, thesis adviser
- David Price, thesis adviser
- Louise Hillier, DBA programme coordinator

Contact information

- Staffan Canback, Executive Chairman, Tellusant, Inc.
- scanback@tellusant.com
- tellusant.com