**Garry Jacobs**

Garry Jacobs is an American author, social thinker, keynote speaker, researcher and consultant on business management, economic and social development, education and global governance with more than 45 years’ experience in India. The unifying theme in Jacobs’ work is an integrated approach to accelerate the development of organizations, nation-states and global society.

The increasingly rapid, interconnected, complex evolution of global society presents unprecedented opportunities and challenges. Responding rapidly, positively and effectively to them is the central focus of Jacobs’ work as President and Chief Executive Officer of the [World Academy of Art & Science](http://www.worldacademy.org/) (USA), an international think-tank founded in 1960 with more than 800 eminent fellows from countries around the world. He directs the Academy’s partnership with the UN in New York and Future Capital Initiative to prepare the blueprint for a new paradigm in business and finance to be presented at an international summit at UN headquarters in September 2020. He also heads the Academy’s collaboration with the United Nations Office in Geneva on catalytic strategies to promote the proactive, effective leadership required to fill the current vacuum and steer humanity toward a peaceful, prosperous, sustainable future for all. This project was launched in October 2019 and involves consultations with international organizations, national governments, business and finance, science and technology, education, media, civil society, the arts and youth groups. It will culminate in a major international conference on global leadership at UN Geneva in October 2020 and a report to the UN.

When Chrysler Corporation was on the verge of bankruptcy in the late 1970s, Jacobs prepared a report challenging the views of financial and automotive experts and charting a strategy for turning the company around. Over the next three years, Chrysler converted $3.3 billion in losses into $3.3 billion in profits. He documented the theory behind the strategy in *The Vital Difference: Unleashing the Powers of Sustained Corporate Success,* which was publishedby The American Management Association in 1985 and translated into seven languages. The book is based on studies of highly successful, multi-billion dollar companies, including Apple Computers, Intel, Bata Shoes, Coca Cola, Delta Airlines, Marriott, DuPont, General Mills, IBM, Intel, Johnson & Johnson, Merck and others. In a foreword to the book, the founder of modern Management Science, Peter Drucker, wrote “This book is filled with profound insight – indeed wisdom.” The book was followed four years later by *The Vital Corporation: How American Companies Large and Small Double Profits in Two Years or Less*, based on the authors’ research and consulting work in over 30 fast-growing companies in North America, Europe and Asia, including Federal Express, Linear Technologies, Bajaj Auto and many mid-size companies. Since then Jacobs has conducted assignments for more than 100 small, mid-sized and mega corporations on strategic growth and profitability. His assignments cover a broad range of industries including agro-industries, aerospace, automotive, basic manufacturing, chemicals, computing & IT, financial services, food services, healthcare, hotels, pharmaceuticals, newspapers, retailing, ship-building, different modes of transportation and conversion of military to civilian production. His experience in multiplying the profits of fast growing companies in emerging industries and failing businesses in declining industries have convinced him of the potential for any business to dramatically increase its performance and profitability in a short period of time.

Jacobs has long argued that the current functioning of market economies and financial systems is not conducive to rapid and sustainable development, full employment and human wellbeing. As co-chair of an international working group challenging fundamental theoretical premises, economic policies and institutions at the national and global level, he has conducted international conferences on these issues in the USA, Latin America, Europe, Africa and Asia. He is now projecting the findings of this work to distinguished international audiences, such as his keynote address in early 2019 to 1500 business leaders, economists and government officials in Serbia and frequent invitations to the Kiev International Economic Forum. As Managing Editor of [Cadmus Journal](http://www.cadmusjournal.org), he has published more than 200 articles calling for a new paradigm for human development. As an international member of Club of Rome, he has strongly advocated a radical shift in economy and technology to stop the depletion of non-renewable resources, increasing pollution of air and water, and the existential threats of climate change.

The rapid evolution of the 4th generation of industrial technologies and the globalization of the world economy necessitate rapid and radical changes in the structure, content and pedagogy for education at all levels. As CEO and Chairman of the Board of [World University Consortium](http://www.wunicon.org/) (California), Jacobs is directing an international research project and series of international conferences in North and South America, Eastern and Western Europe, Central Asia and the Far East to redesign higher education to prepare youth for the emerging challenges and opportunities of the 21st century. One major objective is to develop an entirely new Master’s Program on global leadership for business executives, diplomats and national administrators, educators, civil society leaders and others. He is also working to apply these concepts at the practical level in India as Chair of the Advisory Board of Global Institute for Integral Management Studies, Kochi, India’s largest logistics and supply-chain business school which is pioneering a highly successful, person-centered, contextual approach to vocational education, and at Primrose School, an ICSE-ISE KG-12 school in Pondicherry, India. This is a continuation of his earlier work in India designing a new college and post-graduate level curriculum for development education and entrepreneurship for Indian universities, specialized vocational training institutes and farm schools. He is also a lecturer on management science internationally, Distinguished Professor of Transdisciplinary Studies at the Person-Centered Approach Institute (Italy), and member of the Scientific Council of ISACCL, an institute of advanced studies in Romania.

Jacobs’ first foray into international development was as co-Founder and Member-Secretary of the International Commission on Peace and Food (ICPF), a high level group established in 1989 to work toward an end to the Cold War. After the fall of the Berlin Wall, the Commission worked on strategies for disarmament, economic transition, full employment and global food security. Its activities included international conferences in Italy, USSR, India, Norway and USA, as well as a high-publicized conference in Moscow in collaboration with former Soviet President Mikhail Gorbachev to present effective strategies for transition to a market economy. One practical application of the Commission’s work was to apply an innovative strategy to wipe out hyperinflation in former Yugoslavia in the mid-1990s, bringing it down from a million percent to less than ten percent in a short time. Jacobs was principal author-editor of the Commission’s report entitled *Uncommon Opportunities: Agenda for Peace & Equitable Development,* which was released by UNDP, UNESCO and the World Academy of Art and Science, and formally presented to the Secretary General of the UN in 1994.

In India, over the past 45 years Jacobs has conducted numerous research and consulting assignments on strategies to accelerate development at the local and national level through his work with [The Mother’s Service Society](http://www.mssresearch.org) (MSS), an educational and social science research institute in Pondicherry, which was founded in 1970 to apply the teachings of Sri Aurobindo and The Mother to develop an integrated approach to business, economic, social, political, cultural, psychological and spiritual development. This led to formulation by MSS of an original approach to business management and an integrated theory of development which are now being applied at the international level. In the mid-1970s he worked on projects to promote the export of Indian buses to the USA, introduce state-of-the art US technology for coal-liquefaction, and develop an integrated district development strategy to modernize agriculture and agro-industries. In 1980 he presented a report by MSS to former Indian Prime Minister Indira Gandhi containing more than 130 proposals for India’s 6th Five Year Plan. A few years later he presented a detailed proposal to launch Development Year, the first of several proposals to unleash a National Prosperity Movement in India. The first of those proposals was immediately adopted by the government to evolve more reliable measures of national development, years before the limitations of GDP as a measure were widely recognized. In 1984 he undertook two other assignments for the Prime Minister’s Office. The first was on strategies to promote the growth of India’s nascent software export industry at a time when total exports were only $10 million. Since then they have multiplied more than 10,000 fold. He also prepared a report to attract foreign investment in India’s telecom industry that recommended corporatization of India’s telecom industry to facilitate joint ventures with foreign technology firms. The following year, MNTL and VSNL were established.

One of his most challenging initiatives in India was as co-director of a project by MSS and ICPF to develop a strategy to generate full employment in India in the early 1990s, at a time when the country’s labor force was adding seven million new workers every year. Based on in-depth research into how India’s Green Revolution doubled foodgrain production between 1966 and 1975, the project team evolved an agriculture-led strategy to rapidly raise production, farm incomes, agri-services and downstream economic activities. The study projected that widespread adoption of the strategy could generate 100 million jobs in ten years, sufficient to employ all new job seekers and absorb 30 million unemployed workers. Enthusiastic endorsement and support for the project led to its formal adoption by the Government of India in January 1992, which established the Small Farmers’ Agri-Business Consortium as the main agency for implementation. The program was suspended when a new government came to power, but a pilot project in Poona District confirmed its enormous potential. A decade later the same team developed another strategy to double agricultural yields and profitability in Tamil Nadu.

Jacobs’ other writings include the first draft of the Planning Commission’s *India Vision 2020* report in 2002; *Kamadhenu,* a book of essays on Indian development; more than 50 articles in leading Indian English newspapers; and more than 100 published academic papers on management, economics, social development, education, international security, law and global governance. He is also author of a thriller novel entitled *The Book: The Spiritual Individual in Search of the Living Organization,* whichdescribes how four entrepreneurs build a global corporation by following spiritual principles for personal, organizational and social development.