



Efosa Ojomo  
Research Fellow  
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Efosa Ojomo is a research fellow at the Forum for Growth and Innovation at the Harvard Business School. Guided by [Professor Clay Christensen](#), one of the world's top experts on strategy, growth, and innovation, the Forum for Growth and Innovation is a research institute whose goal is to discover, develop, and disseminate robust and accessible theory in the areas of innovation and general management.

Efosa's research examines how sub-Saharan Africa can engender prosperity for its citizens by focusing on investments in market creating innovations. Market creating innovations, like M-PESA (the mobile money transfer platform in Kenya), transform complicated and/or expensive products into simpler and less expensive products for populations who historically could not access them. These innovations are unique for their ability to spur long-term economic growth and create employment, a necessary condition for economic development on the continent.

### Professional Experience

- Research Fellow, Forum for Growth and Innovation, *Harvard Business School*, 2015 – Present
- District Sales Manager, *National Instruments Corp*, 2011 – 2013
- Field Engineer, *National Instruments Corp*, 2006 – 2011

### Community Involvement

- President and co-founder, *Poverty Stops Here*, 2009 – Present
- Co-President, *Harvard Business School Africa Business Club*, 2014 – 2015
- Chief Strategy Officer, *Golden Palm Investments*, 2015 – Present

### Education

- Master of Business Administration, *Harvard Business School*, 2015
- Bachelor of Engineering, *Vanderbilt University*, 2005

### Fellowship Interests

- Develop a methodology to help entrepreneurs, investors, and development experts identify market creating innovation opportunities in Africa
- Identify the necessary attributes and conditions for successful development and adoption of market creating innovations in Africa
- Gain a better understanding of the entrepreneurial climate in Africa (with a focus on Nigeria), meet the major players, investors, incubators, and innovation hubs, and track their progress

*Efosa is based in Boston, Mass; he travels to Nigeria frequently. For more information about his schedule, please contact the Forum's Community Manager, Tracy Kim Horn at [thorn@hbs.edu](mailto:thorn@hbs.edu).*