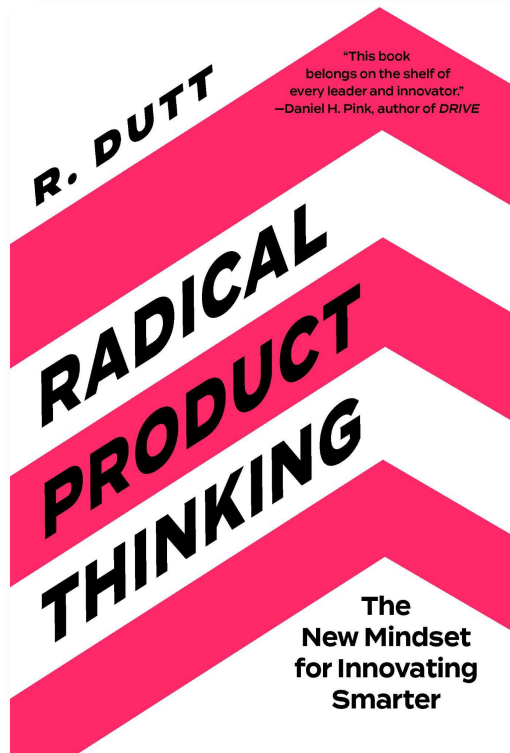


Press Kit

RADICAL PRODUCT THINKING

**The New Mindset for
Innovating Smarter**

By R. Dutt



Giving organizations a
repeatable process
for building
world-changing products...

...and avoiding the **product
diseases** that kill innovation.

Pub date: September 28, 2021

About R. Dutt

- Entrepreneur and product leader who has participated in 4 acquisitions (2 of these were companies she founded)
- Speaks 9 languages
- Holds 3 citizenships
- Engineering background from MIT



R. Dutt's Bio:

Radhika Dutt is an entrepreneur and product leader who has participated in four acquisitions, two of which were companies that she founded. She is currently Advisor on Product Thinking to the Monetary Authority of Singapore, Singapore's financial regulator and central bank. She also teaches entrepreneurship and innovation at Northeastern's D'Amore McKim School of Business, and advises organizations on building radical products. She serves on the boards of the Association of Product Professionals and the independent publisher, Berrett Koehler. She has built products in industries including broadcasting, media and entertainment, advertising technology, government, consumer apps, wine and robotics. She graduated from MIT with an SB and M.Eng in Electrical Engineering, and speaks nine languages, currently learning her tenth.



Topics of Interest in Business:

- How product diseases such as Pivotitis, Obsessive Sales Disorder, and Hypermetricemia kill innovation.
- The dangers of being iteration-led and why building world-changing products requires being vision-driven.
- Why today's approach to vision/ mission leads to product diseases and what to do instead.
- How to systematically engineer a work culture that maximizes intrinsic motivation and prevents burnout.
- How iteration-led products create collateral damage to society in the form of Digital Pollution.
- Hippocratic Oath of Product: How to embrace the responsibility that comes with the superpower of building successful products



Topics of Interest in Current Affairs:

- How digital pollution threatens democracy, e.g., South Africa's transition to democracy in the 90's would be impossible in the age of social media which erodes nuance and increases polarization.
- How Singapore's transformation in 50 years from a poor island to an economic powerhouse was the result of product thinking. Any country (or organization) can apply these ideas.
- Without a clear vision for the US and a growing complacency founded on American exceptionalism, we focus on ideologies (e.g. yes to free markets and no to socialism). Instead, we need a vision-driven approach for America (much like our founders had).
- Creating change requires a vision-driven approach, e.g. the example of Claudette Colvin during the civil rights movement and how her work led to the end of segregation on buses.

Useful links

- [Downloadable headshots](#)
- [Detailed bio](#)
- [High-resolution book jacket](#)