

# LOU GERSTNER

**Louis Vincent Gerstner Jr.** (born March 1, 1942 in Mineola, New York) is an American businessman, best known for his tenure as chairman of the board and chief executive officer of IBM from April 1993 until 2002 when he retired as CEO in March and chairman in December. He is largely credited with turning around IBM's fortunes.

Gerstner, one of the most accomplished chief executives of his time

What he'd really like people to remember are his decades-long efforts to save U.S. education, to dramatically accelerate the understanding and treatment of disease and to solidify Memorial Sloan-Kettering Cancer Center as one of the world's pre-eminent hospitals.



# ALL HIS BIOGRAPHY - HISTORY OF B BUSINESS TRIUMPHS.

In 1963, he graduated from Dartmouth College in 1965, earned his MBA  
at MIT in 1966, and worked for McKinsey & Company for two years. He then  
founded the first computer company, Nifty, in 1967. Nifty scaled down in 1968 and  
he returned to MIT to teach. He co-founded Digital Equipment Corporation in 1969. It was a day  
after the first computer was introduced to the public, and he was one of the first to  
bring the computer to the public. He was the first to bring the computer to the public  
and many people. Hardly ever business was something like that.

# WHAT HE HAS ACHIEVED IN IBM

He moved forward and stopped. He managed not only to save the company from the split, but also bring back the giant computer technology in the leading position. This manager clearly saw the problem more clearly explained them to others. Breaking all outdated internal organization, he forced IBM to move again in the proper pace. His energy was enough for all, and a clear focus on results was an example for everyone. Such success in such a short time could achieve little.

Louis Gerstner at IBM all made classic - came, saw, conquered.



**POST-IBM**  
In January 2003, Gerstner assumed the position of chairman of The Carlyle Group, a Washington, DC global private equity firm. He retired from its board in October 2008 but remains a senior advisor.

Following his success in IBM, Gerstner became a mentor to Howard Stringer, CEO of Sony Corporation tasked with turning around the Japanese corporation.

In January 2013, Broad Institute announced that Gerstner will serve as chairman of its board of directors.

# PHILOSOPHY CONTROL



At the first meeting with members of the board of IBM, Gerstner explained the following management principles:

- 1: A preference for the use of people's better than procedures
- 2: Reward people who team work, solve problems and help colleagues.
- 3: A preference for the result of speed rather than delay
- 4: Hierarchy of little importance