Stanford



Robert E. Siegel

Lecturer, Graduate School of Business - Other Faculty

CONTACT INFORMATION

- **GSB Office Information**

Bio

BIO

Robert Siegel is a Lecturer in Management and has taught 10 different courses in his time at Stanford. He has authored over 115 cases and led primary research on Google, Charles Schwab, Daimler, AB InBev, Box, Stripe, Target, AngelList, 23andMe, C3.ai, Majid Al Futtaim, Tableau, PayPal, Autodesk, Minted, Axel Springer, and Michelin, amongst others.

He is also a Venture Partner at Piva Capital and a General Partner at XSeed Capital. He sits on the Board of Directors of Bidra Innovation Ventures, Avochato and Findmine, and led investments in Zooz (acquired by PayU of Naspers), Hive, Lex Machina (acquired by LexisNexis of the RELX Group), CirroSecure (acquired by Palo Alto Networks), Nova Credit, The League (acquired by Match Group), Teapot (acquired by Stripe), Pixlee TurnTo (acquired by Emplifi), and SIPX (acquired by ProQuest).

Robert is a Member of the Supervisory Board of HERE Technologies, and was a Member of the company's Industry Advisory Board from 2017 - 2022. He is the Chairman of the Strategic Advisory Board for TTTech Computertechnik AG in Vienna, Austria. He is a Member of the Industry Advisory Board for Tulco and was on the board of SmartDrive Systems for 14 years (acquired by Omnitracs). He is the Co-President Emeritus of Stanford Angels & Entrepreneurs, an alumni association that fosters relationships to strengthen the Stanford startup community.

Robert is the author of The Systems Leader: Mastering the Cross-Pressures That Make or Break Today's Companies, and The Brains and Brawn Company: How Leading Organizations Blend the Best of Digital and Physical. He has coauthored several articles for the Harvard Business Review and California Management Review, and is a frequent contributor to Fortune, TechCrunch, VentureBeat and Forbes.

He was previously General Manager of the video and software solutions division for GE Security. He was also Executive Vice President of Pixim, Inc., a fabless semiconductor firm specializing in image sensors and processors (acquired by Sony). Before Pixim, Robert was Co-Founder & Chief Executive Officer of Weave Innovations Inc. (acquired by Kodak), a network services developer that invented the world’s first digital picture frame, and delivered photos and other digital media to PCs and internet / mobile devices.

Robert served in various management roles at Intel Corporation, including an executive position on their corporate business development team, in which he invested capital in startups that were strategically aligned with Intel’s vision.

He is the co-inventor of four patents and served as lead researcher for Andy Grove's best-selling book, Only the Paranoid Survive.

Robert holds a BA from UC Berkeley and an MBA from Stanford Graduate School of Business. He is married with three grown children.

ACADEMIC APPOINTMENTS

- Lecturer, Graduate School of Business - Other Faculty

HONORS AND AWARDS

- Case Centre Award Entrepreneurship Category Winner - AB InBev: Brewing an Innovation Strategy, Case Centre (2019)
- Entrepreneurship Category - Axel Springer: Strategic Leadership of the Digital Media Transformation, Case Centre (2017)
- MBA Class of 1973 Lecturer, Stanford Graduate School of Business (2016-2017)

BOARDS, ADVISORY COMMITTEES, PROFESSIONAL ORGANIZATIONS

- Member of the Supervisory Board, HERE Technologies (2023 - present)
- Member of the Board of Directors, Bidra Innovation Ventures (2024 - present)
- Member of the Board of Directors, Avochato (2016 - present)

PROFESSIONAL EDUCATION

- MBA, Stanford University , Business (1994)
- BA, University of California, Berkeley , Political Science (1989)

PATENTS

- Robert Siegel. "United States Patent 8,984,419 Digital Media Frame", Mar 1, 2007
- Robert Siegel. "United States Patent 7,155,679 Digital Media Frame", Dec 26, 2006
- Robert Siegel. "United States Patent 6,535,228 Method and system for sharing images using a digital media frame", Mar 18, 2003
- Robert Siegel. "United States Method and system for interfacing with a digital media frame network", 6,509,910, Jan 21, 2003

LINKS

- Personal Website: https://robertesiegel.com/
- Stanford Online: Systems Leadership: Thriving through Constant Change and Uncertainty: https://online.stanford.edu/courses/xdgt111-systems-leadership-thriving-through-constant-change-and-uncertainty

Research & Scholarship

CURRENT RESEARCH AND SCHOLARLY INTERESTS

Robert Siegel researches strategy and innovation in both large and small companies, as well as the opportunities and challenges that technological change brings to these firms. Additionally, Robert teaches product management and product development best practices and methods, as well as entrepreneurial finance over the life-cycle of growing companies.

Teaching

COURSES

2026-27

- Systems Leadership and Business Transformation: A MENA Lens: GSBGID 512 (Spr)

2025-26

- Systems Leadership and Business Transformation: A MENA Lens: GSBGID 512 (Spr)

2024-25

- Systems Leadership: STRAMGT 502 (Spr)

2023-24

- Systems Leadership: STRAMGT 502 (Spr)

Publications

PUBLICATIONS

- **Why Some Digital Companies Should Delay Profitability for as Long as They Can** *Harvard Business Review*
  Siegel, R., Wessel, M., Levie, A.
  2017
- **The Problem with Legacy Ecosystems** *HARVARD BUSINESS REVIEW*
  Wessel, M., Levie, A., Siegel, R.
  2016; 91 (11): 68-?
- **Cutting the strategy diamond in high-technology ventures** *Conference on Services Innovation*
  Burgelman, R. A., Siegel, R. E.
  UNIV CALIF.2008: 140-?
- **Defining the minimum winning game in high-technology ventures** *CALIFORNIA MANAGEMENT REVIEW*
  Burgelman, R. A., Siegel, R. E.
  2007; 49 (3): 6-?