



Adam Saunders

**Accounting and Information Systems Division
UBC Sauder School of Business**

Biography

Adam Saunders teaches at the University of British Columbia's Sauder School of Business. His research aims to quantify technology-related intangible assets that are playing a significant role in generating market value and productivity. His work has been featured in *The New York Times*, *The Economist*, *Nature*, *CBC*, *Forbes*, *The National Review*, and *CIO Magazine*. With Erik Brynjolfsson, he is the co-author of *Wired for Innovation: How Information Technology is Reshaping the Economy* (MIT Press).

Adam is also passionate about teaching, and has won the Sauder Alumni Talking Stick Award for pedagogical innovation, the UBC Commerce Undergraduate Society's Teaching Excellence Award, as well as its Len Henriksson Award for fostering an engaging, dynamic learning environment, both inside and outside the classroom. He has also been nominated for the UBC Killam Teaching Award for excellence in undergraduate teaching. His course evaluations rank him second out of all faculty at Sauder.

Prior to coming to the Sauder School, Adam was a Lecturer and Postdoctoral Fellow at the University of Pennsylvania's Wharton School, and previously worked for the White House's Council of Economic Advisers in Washington, D.C. He holds a Ph.D. in Management from MIT, and an A.B. in Economics *summa cum laude* with a Certificate in Finance from Princeton University. Adam grew up in Toronto and lives with his wife and two children in Vancouver.