

# Luncheon Keynote:

## Emerging Market Base of the Pyramid



### Ted London

Senior Research Fellow  
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Ted London is a leading expert on the role and impact of market-based strategies on poverty alleviation. He is a Senior Research Fellow at the William Davidson Institute (WDI) and on the faculty at the University of Michigan's Ross School of Business. At WDI, he directs the Base of the Pyramid (BoP) Initiative, a program that champions innovative ways of thinking about more inclusive forms of capitalism. In leading this effort, Professor London generates groundbreaking research and actionable recommendations that explore the unique principals, insights, and implications of the BoP perspective on poverty alleviation.

Professor London's research interests center on enterprise strategies in low income markets, assessment of poverty alleviation impacts, and capability development for cross-sector collaborations. His most recent work involves developing the BoP Impact Assessment Framework. Field tested in India and Mexico, this framework is used to track, evaluate and enhance the poverty alleviation outcomes of existing and new market-based ventures. His research, which emphasizes creating new knowledge that has immediate practical applications, has been published in leading scholarly and practitioner journals.