
J.B. (John Blevins)

John R. Blevins (J.B.) is the Faculty Director for UCLA Anderson's Easton Technology Management Center and an Adjunct Professor teaching strategic management for technology-based businesses. He specializes in emerging technologies that are disrupting traditional business models including cloud computing, big data, social media, analytics, mobility, and technology convergence. With his extensive industry experience, Professor Blevins brings together high technology sectors, such as Aerospace, Biotechnology, Computer Engineering, Information Technology, Software/Hardware, and Telecommunications, with the resources of UCLA Anderson, its students and faculty.



"Technology advances are creating new business opportunities and disrupting existing business models, enabling economic growth potential we've never seen before. Today's management leadership must be willing to embrace the rapid pace of change and drive faster innovation." Blevins says. "Business executives look to the Easton Center for leadership to adapt to this new environment and exploit these new opportunities. Through an incredible combination of research and adjunct professors, we offer a variety of courses, seminars, workshops, executive programs and industry engagement events that prepares our students for the challenges they face."

J.B.'s work experience includes Deloitte Consulting, Microsoft, Oracle, and Shell Oil based in Houston, Dallas, New York, Miami, London and Los Angeles where he held a variety of technology and management roles. He provides consulting services to the technology, telecommunications, media/entertainment, financial services, energy, CPG, public sector, healthcare, manufacturing, and automotive industries. He has expertise in strategy development, business-technology alignment, framework creation, venture capital investment decisions and new business model creation. Blevins speaks at academic and industry events covering technology-driven market changes, technology management leadership and other topics.

Professor Blevins has a B.S. in Civil Engineering with heavy concentration in Speech Communications from the University of Alabama, as well as a Masters of Business Administration from the UCLA Anderson School of Management.
