



Prof. Peter Bryant

Assistant professor of entrepreneurship, IE Business School

Peter Bryant joined the faculty of IE Business School in Madrid in 2009 and is now an adjunct professor there. He teaches and researches in entrepreneurship and innovation, especially within digital ecosystems.

Earlier in his career, he had many years of professional experience in software development, consulting, venture capital investing, research commercialisation, and technology-based startup creation. This included the successful launch of a few biomedical ventures, some of which received venture funding and listed on the Australian stock exchange.

During his 15 years as an academic, Peter has taught at leading business schools in Australia, Spain and the USA. Throughout this period, he has mentored many entrepreneurial teams during their startup journey, including through programs run by MIT. Regarding his research, he has published numerous research articles and chapters and co-edited a major reference work about management and organizations for Elsevier. Most recently, he published a book with Palgrave Macmillan titled “Augmented Humanity” about the impact of digitalization on the social and behavioural sciences.