



Mary Jo Hatch is C. Coleman McGehee Eminent Scholars Research Professor Emerita of Banking and Commerce, University of Virginia as well as Adjunct Professor Copenhagen Business School and Visiting Professor Gothenburg University School of Business, Economics and Law at the Business and Design Lab.

Mary Jo earned a B.A. in English Literature and an M.B.A. in finance at Indiana University and then studied organization theory at Stanford University where she was awarded the Ph.D. in 1985. She has published over 75 books and articles, many of which focus on organizational culture and identity, and corporate branding and reputation. She is also the author of an acclaimed textbook on organizational theory published by Oxford University Press and her latest book, *Organizations: A Very Short Introduction*, will be available from OUP in March 2011. Lately she has been interested in bridging between her theoretical interests in brand and reputation and topics associated with organizational design and aesthetics.