

Nils Olaya Fonstad

Associate Director
INSEAD eLab

Nils Olaya Fonstad is Associate Director of INSEAD eLab, a global research center within INSEAD focused on how public and private institutions create value from the digital economy.



Dr. Fonstad investigates how businesses collaborate with universities and governments to develop new skills for competing and innovating globally.

He is a co-leader of three-year collaboration with the OECD that examines innovation in Latin America. He also investigates how organizations re-structure themselves to both achieve greater synergies across business units and enhance local responsiveness.

He developed the “IT engagement model” to describe how organizations effectively link IT projects to organization-wide objectives and to IT infrastructure services. He has found that firms with effective IT engagement models use projects to achieve both local and global objectives. Dr. Fonstad draws on both qualitative (e.g., in-depth case studies) and quantitative methods (e.g., surveys) to develop his findings. He has extended this research to examine how organizations effectively govern outsourcing relationships.

Dr. Fonstad joined eLab in November 2008. Before then, he worked as a research scientist at the MIT Center for Information Systems Research (MIT CISR). Dr. Fonstad earned his PhD degree in Information Technology and Organization Studies from MIT Sloan School of Management; an MS from the MIT Technology and Policy Program; and a BS in Mechanical Engineering and BA in Film Studies from Cornell University.