

Global entrepreneurship leader is now a Tec distinguished professor



He never wanted to be a **doctor** or a **lawyer**. **Howard Anderson's** father ran a small business, and as young Howard wanted to follow in his father's footsteps, his biggest professional dream was to become an **entrepreneur** and be his own boss.

Anderson, who founded **The Yankee Group**, a technology analysis company listed in the **Inc. 500**, a ranking of the most **successful** American companies, lists his motivations as being challenging the **status quo**, making **changes** in the world, and helping others create something.

*"I've always been fascinated by **business**. The best part of entrepreneurship is dealing with the constant **challenges**. There is no other situation where an individual uses their talents so intensely,"* said Anderson.

The challenges not only led his business to be listed as one of the most successful businesses in the United States, but since selling his company in 1996, he has dedicated himself to **teaching** and sharing his ideas at universities such as **Harvard**, **Brown**, and **MIT**.

Today, he is joining the **Tec de Monterrey Faculty of Excellence** initiative that aims to bring together **100 international professors** to broaden its students' learning experience, becoming a distinguished visiting professor in entrepreneurship at **EGADE Business School**.



/> width="900" loading="lazy">

A one-night study and the New York Times

It was **1971**. Howard Anderson was traveling down an American highway in a Volkswagen he had bought for 890 dollars, when he heard on the radio that the company **AT&T** was being **sued** by the U.S. **Department of Justice**.

It was the **opportunity** he had been waiting for.

In **1970**, one year earlier, Anderson had **founded *The Yankee Group***, a company specialized in technology industry analysis.

Howard knew that what he had just heard on the radio must, without a doubt, be analyzed.

*"The following morning, I called the **New York Times** and told them that I'd just finished a **study** on the impact of the Department of Justice lawsuit on AT&T.*

"It wasn't entirely true, although I had thought about it the night before," laughed Anderson, adding that days later the **New York Times** published a **four-page article** quoting a young **Howard Anderson** from **Cambridge, Massachusetts**.

*"It doesn't matter how **young** you are when you **start**, as long as what you're doing makes sense,"* he added.

“Entrepreneurs are attackers, and they aim for more. They want challenges and better solutions.”

After writing the report, selling it for 1,500 dollars, and being invited to several conferences, he found himself on a podium talking about the telephone industry with the **president of AT&T** in the audience.

“Suddenly, I noticed that the AT&T president was taking notes of what I was saying. I asked him why and he replied, ‘This is as good as what my people are doing.’

*“The world was changing and that was the **beginning** of our **growth**,”* said Anderson.

In **1996**, Anderson **sold** *The Yankee Group* after a successful career in which it was listed in the **Inc. 500**, a ranking of the most **successful companies** in the United States.

*“Thinking back, my challenges were small. I had an incredible company, I started with no outside capital, and the **best investment** I’ve ever made was **2 dollars** for a **marriage** license.*

“I’ve been married 52 years, so it’s 4 cents per year,” he says with a smile on his face. *“My **wife** and **children** make me **proud**.”*



/> width="900" loading="lazy">

The path to entrepreneurship

Howard Anderson points out that he chose **to start a company** in the area of **technology** for the chance it offers to influence power and change the *status quo*.

*“The **best way** to change the status quo is to make **better products** or **better services** and that changes the equation,”* he said.

Anderson points out that the business world is divided between **attackers** and **defenders**, and it is the latter that dominates the **market**, such as Coca-Cola.

“Defenders have brands, clients, and banking relationships but attackers sometimes have better ideas. If they succeed in executing them, they eventually become defenders themselves.”

“Entrepreneurs are attackers, and they aim for more. They want challenges and better solutions,” he said.

The development of **new models**, **improvements** for the world, and **solutions** to local and global problems is something that Anderson values in business and which **motivates** him to share his teachings.



/> width="900" loading="lazy">

Students are his legacy

A decade after selling his company, Anderson began a new stage, that of **teaching**.

The United States, Russia, Israel, Scotland, and Mexico are places where he has shared some of his experiences, challenges, stories, and advice.

*“I’ve also learned while teaching **internationally**. The students listen to my funny stories, and I get to know them. It’s a mutual and symbiotic association,”* he added.

Harvard University, the Massachusetts Institute of Technology (**MIT**), **Brown** University, and the **Dartmouth** Business School are some of the institutions where he has been invited to share his knowledge.

*“My **students**, like my **children**, are my **legacy**. Some of my students have started companies worth over a **billion**, which means they’ve **thousands of employees**.*

*“That’s my legacy. Having helped them get **started**, giving them sometimes **good advice** and sometimes bad. That’s probably the best use of my talents. Having helped start those companies.”*



/> width="900" loading="lazy">

Joining the Faculty of Excellence

Anderson is part of the **Faculty of Excellence** initiative that aims to bring together **100 internationally distinguished professors** to join **Tec de Monterrey**.

Howard Anderson is a distinguished visiting professor in entrepreneurship for the **EGADE Business School**, which offers graduate programs.

Currently, 15 international professors have joined this initiative at the **six Tec de Monterrey schools**: Business; Art, Architecture and Design; Engineering and Sciences; Education and Humanities; Social Sciences and Government and Medicine and Health Sciences.

*“One of the **reasons** I’m at the **Tec** is because it has **brilliant students**. That’s what **professors** really **want**.”*

*“It doesn’t matter the size of the **office**, a nice lobby, or whether or not there is parking. Give me brilliant students and I’m a **happy person**,”* concluded Howard.



/> width="900" loading="lazy">

“It doesn’t matter how young you are when you start, as long as what you’re doing makes sense.”

READ MORE:

<https://conecta.tec.mx/es/noticias/nacional/educacion/faculty-of-excellence>

<https://conecta.tec.mx/en/news/national/education/world-leader-urban-planning-joins-tec-distinguished-professor>