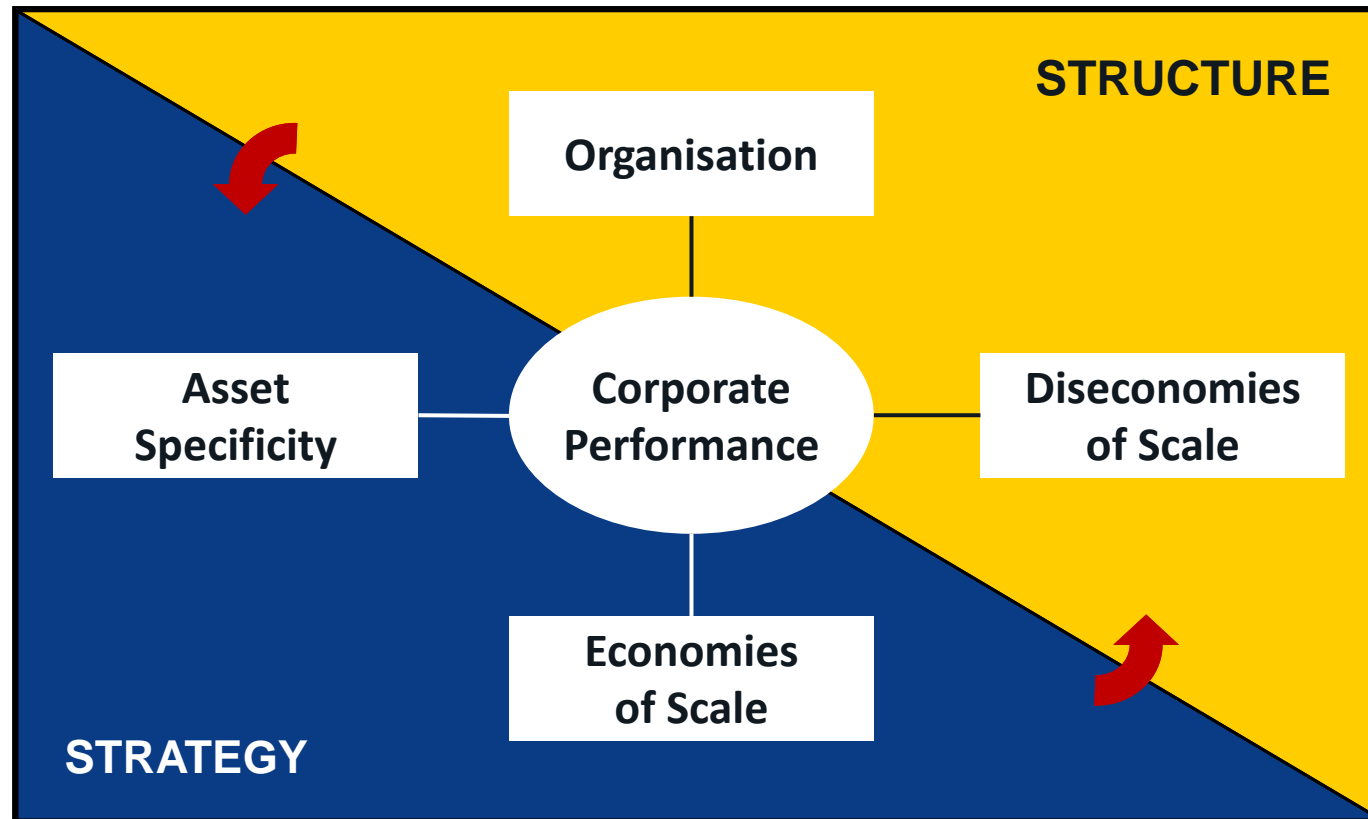


# From Greenlands to Tellusant

Academic research meets real-world management problems

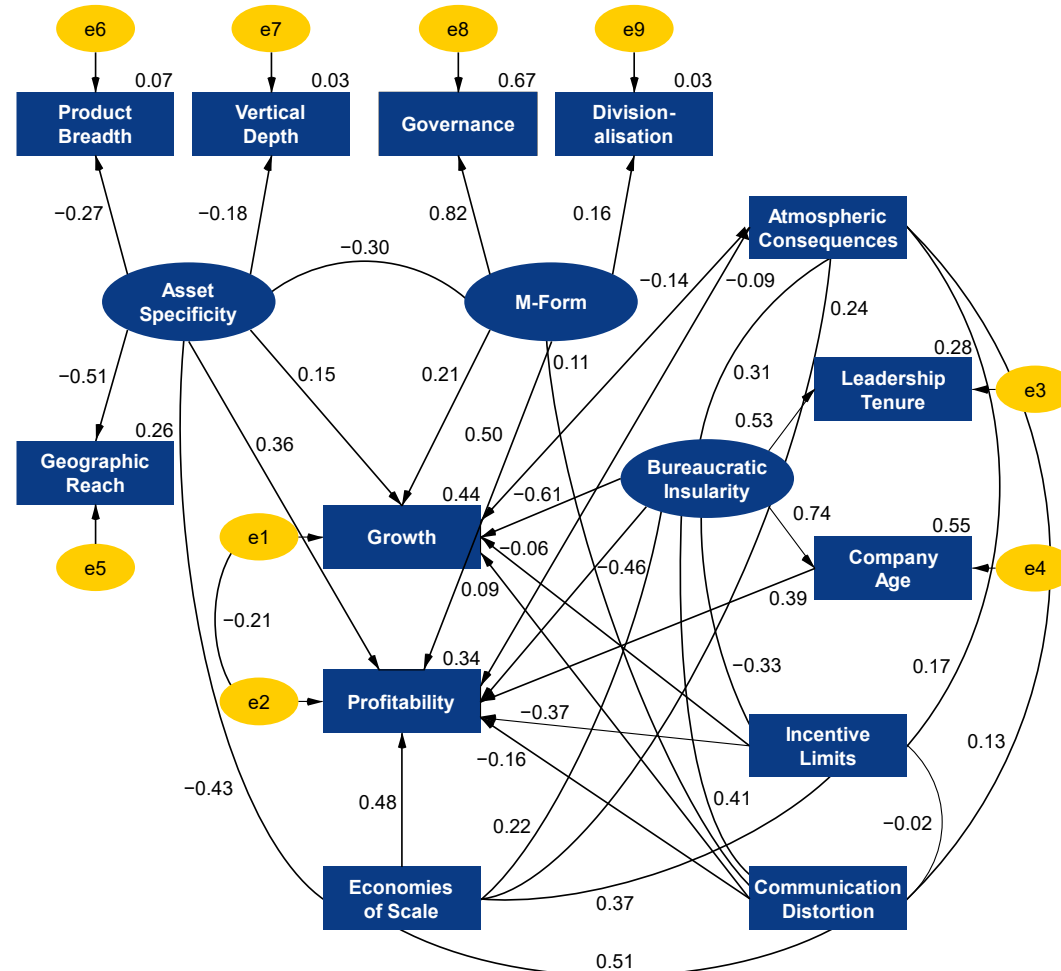
Staffan Canback, DBA6

In 2002, I received my DBA based on research on diseconomies of scale



# The conceptual framework was converted into a path diagram

Dataset comprised the 784 largest US nonfinancial companies



The next slide converts this path diagram into LISREL notation matrix equations



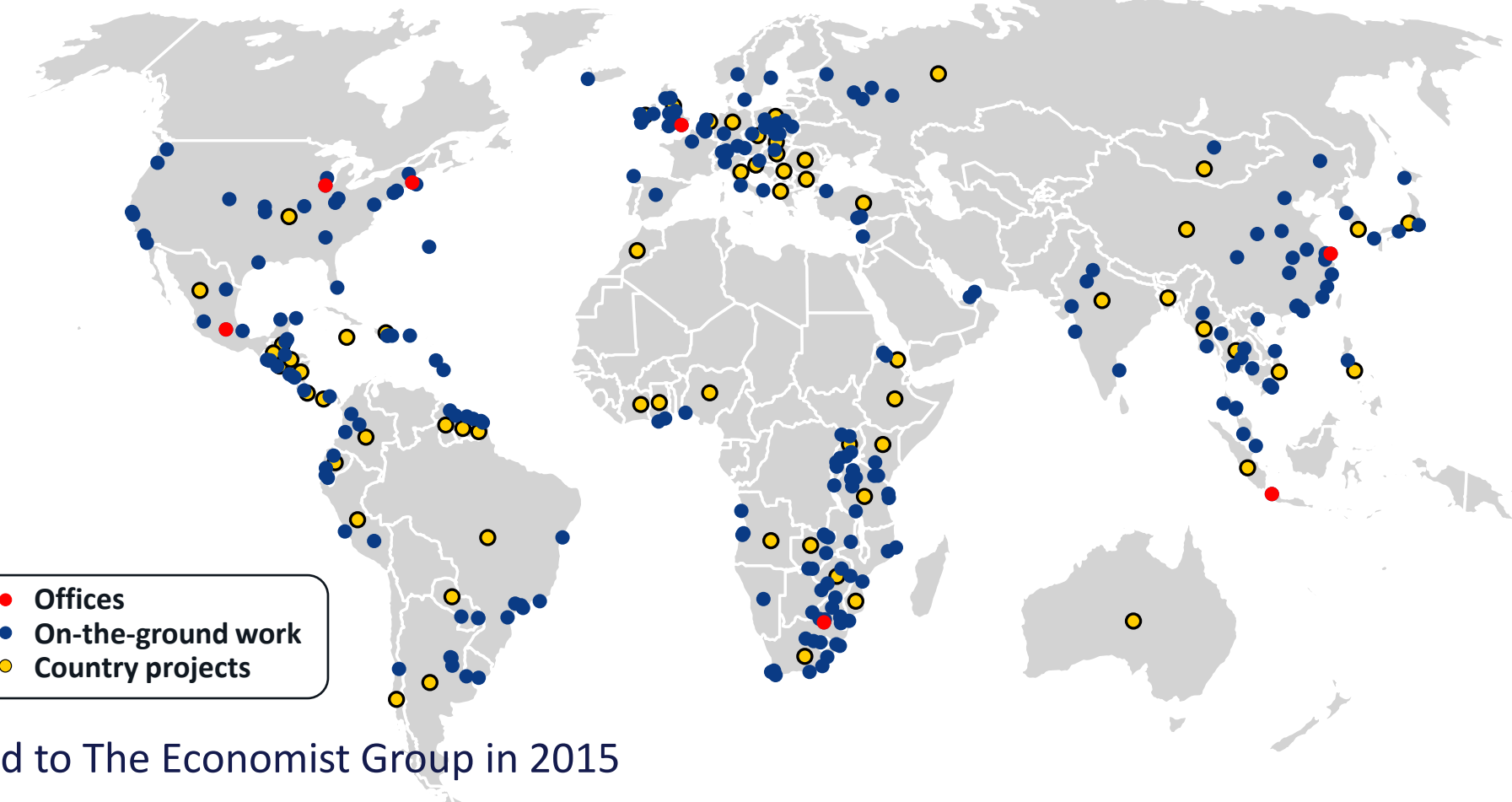
# With a McKinsey and Monitor partner background, and fueled by the DBA, I built a next generation consulting firm

## CANBACK CONSULTING

*Managerially  
Relevant*

—  
*Analytically  
Robust*

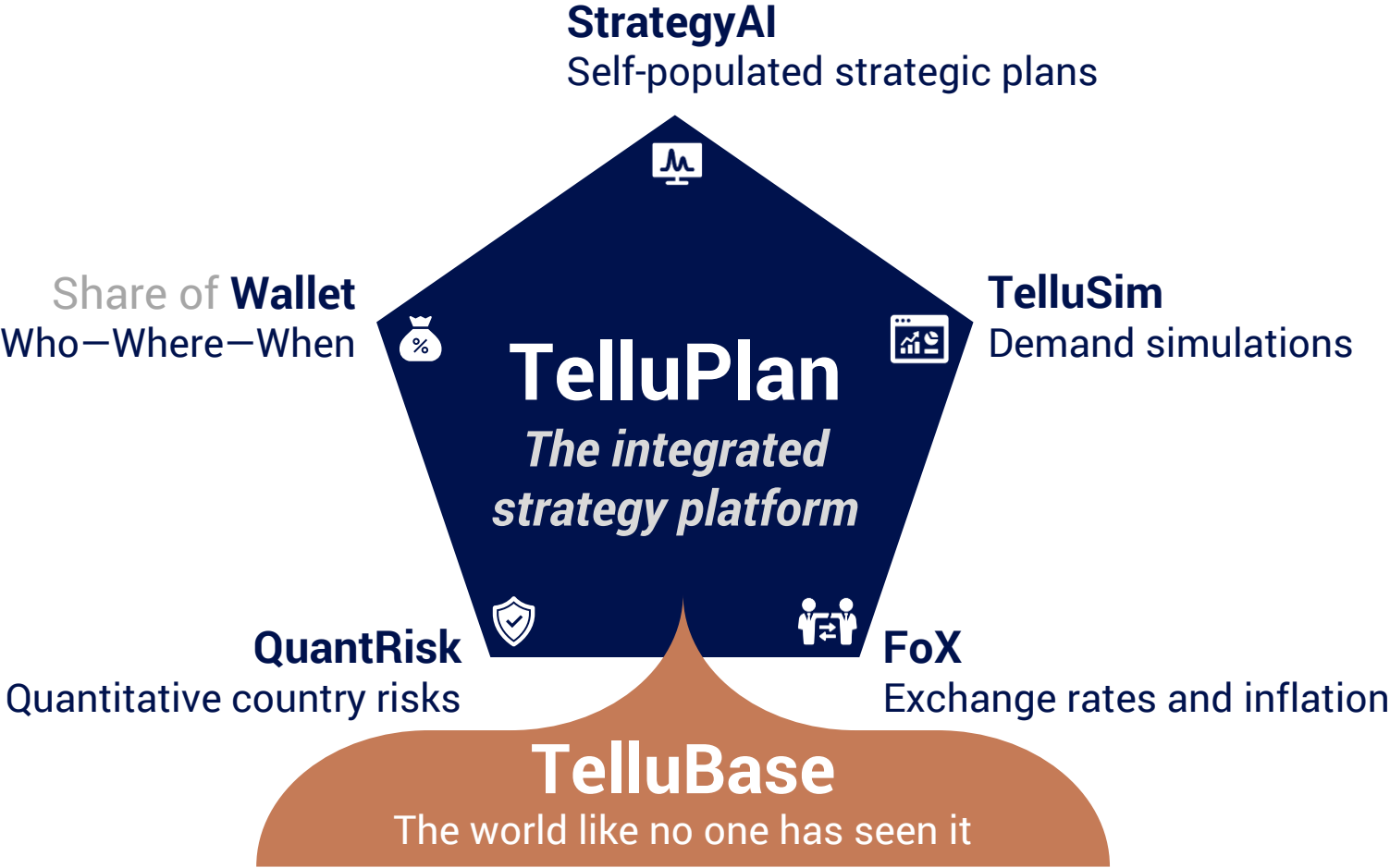
- Algorithmic analyses
- Subnational focus
- In-market insights

- 
- Offices  
• On-the-ground work  
• Country projects

Canback Consulting was sold to The Economist Group in 2015

# From this, I took the step in 2020 to realize the vision of automating management—Tellusant was founded

**TELLUSANT**<sup>®</sup>  
Streamlining Decision Making





Staffan in Ulaanbaatar,  
Mongolia, drinking *airag*  
(fermented horse milk)  
during an M&A effort

## I gained invaluable insights on my 'Greenlands to Tellusant' journey

- My Henley DBA instilled a worldview
  - Rationality
  - Facts
  - Attention to detail
- My professional life got immeasurably more fun after Henley
- It is not the specifics of what I learned, but the generalized wisdom, that matters. I never:
  - applied structural equation models after Henley
  - used the academic papers I read
  - had to write, write, write again

# Finally, a large thank you to Henley and some key people. Their support made this journey possible

---

**Phillip Samouel** – Thesis adviser

**Karl Lippert** – CEO, SABMiller  
Latin America

**Jesse Logan** – VP, Canback Consulting

**David Price** – Thesis adviser

**Carlos Brito** – CEO, Anheuser-  
Busch InBev

**Philip Burgin-Young** – CEO, Tellusant  
(& Canback Consulting)

**Louise Hillier** – DBA program  
administrator

**Richard Rushton** – CEO, Distell

**Bobo Shen** – Chief Product Officer,  
Tellusant (& Canback Consulting)

---



# Staffan Canback

# TELLUSANT

[scanback@tellusant.com](mailto:scanback@tellusant.com)

[tellusant.com](http://tellusant.com)

Follow me on [LinkedIn](#)