



Benjamin Dunford

Leading authority in leadership development | Executive coach |
Trusted Advisor | Speaker

Dr. Benjamin Dunford is a sought-after speaker, leadership development authority, Professor of Management at Purdue University's Daniels School of Business, and founder of the Dunford Group. With more than two decades of experience working at the intersection of academia and business, he helps leaders and organizations around the world strengthen their ability to influence, inspire, and lead meaningful change.

His groundbreaking work links forgiveness and accountability as the complementary components in leadership. His pioneering Crossed-Linked Leadership model unlocks trust and psychological safety and enables teams to voluntarily choose change rather than resist it. This is also the focus of his forthcoming book, expected in 2026.



An award-winning educator and prolific researcher, Dr. Dunford has published more than 50 articles and book chapters on leadership, change management, strategy, negotiation, interpersonal relationships, and team dynamics. His insights have been featured in *The Economist* and leading global media outlets.

He has advised, coached and trained leaders internationally and across industries including healthcare, professional sports, agriculture, finance, hospitality, media, manufacturing, and telecommunications, helping them choose disruption over comfort, strengthen culture, and elevate performance.

Benjamin Dunford holds a Ph.D. from Cornell University in Industrial and Labor Relations, with a focus on Human Resource Studies and Organizational Behavior, an M.S. in Organizational Psychology from Indiana University–Purdue University, and a B.S. in Psychology from Brigham Young University.