



Igor Ansoff



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Born: December 12, 1918

Birthplace: Vladivostok, Russia

Death: July 14, 2002

Igor Ansoff was born on December 12, 1918 in Vladivostok, Russia and died on July 14, 2002 in San Diego, California, USA. He emigrated with his parents to USA, where he graduated from General Engineering at Stevens Institute of Technology. He received his Doctorate in applied mathematics from

Brown University.

He is considered the founder of strategic management. Among other things, he designed the gap analysis, comparing actual performance with potential performance and the Ansoff matrix for diversification and market strategy.

Related terms and methods:

- › [Ansoff Matrix](#)
- › [Gap Analysis](#)

Related management field:

- › [Strategic Management](#)

Other information and sources (International)

- › [Ansoff Matrix.com](#)
- › [Brown University](#)
- › [Stevens Institute of Technology](#)