

Ihsan Beezer

Writer, researcher, entrepreneur. The structure before the decision.



CONTACT

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WORK

Writer, researcher, entrepreneur

RESEARCH

Doctoral candidate in strategy and entrepreneurship, Rutgers Business School

FOUNDER OF

IHSAN Advisory; Black Laptops (launching January 2027)

EARLIER

Founded and led 7Wmedia for a decade

PRESS AND SPEAKING

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BIOGRAPHY

Ihsan Beezer is a writer, researcher and entrepreneur whose work begins with a question: how does the way we see a situation shape what we believe is possible? He is a doctoral candidate in strategy and entrepreneurship at Rutgers Business School, where his research examines how emerging ventures and the people behind them are interpreted, evaluated, and granted or denied legitimacy.

He is the founder and principal advisor of IHSAN Advisory, a private firm that examines consequential decisions before commitment, and the founder of Black Laptops, a media and membership venture for Black builders, launching in January 2027. Earlier, he founded and led the strategy and marketing firm 7Wmedia for a decade.

TALK TOPICS

1. **The choice before the choice**
2. **Why smart people misread consequential decisions**
3. **ThinkerBuilder: a scholar who builds, a builder who thinks**

FIVE INTERVIEW QUESTIONS

1. You say a decision rarely begins with a blank page. What is already on the page before anyone starts deciding?
2. What does it mean to examine a decision rather than advise on it?
3. You refuse implementation and strategy formulation. Why is refusing work part of the offer?
4. Your firm publishes a starting fee of USD 50,000. Most firms hide their prices. Why show yours?
5. You use no testimonials and no client lists. How does a buyer learn to trust you?