



## Renée Mauborgne

Professor of Strategy at INSEAD

*She stimulates creative thinking at an intellectual level with great ease*



Renée Mauborgne is The INSEAD Distinguished Fellow and a professor of strategy at INSEAD, the world's second largest business school. She is also Co-Director of the INSEAD Blue Ocean Strategy Institute. She served on President Barack Obama's Board of Advisors on Historically Black Colleges and Universities.

### TOPICS:

- Blue Ocean Strategy
- Knowing a Winning Business Idea When You See One
- Innovation - The Key-Driver of Growth
- Value Innovation - How to Make It Happen
- Wealth Creation

### IN DETAIL:

Renée is a Fellow of the World Economic Forum. She has published numerous articles on strategy and management. Renée is the co-author of 'Blue Ocean Strategy' and the indispensable follow-up, 'Blue Ocean Shift'. 'Blue Ocean Strategy' has sold over 3.6 million copies and is recognised as one of the most iconic and impactful strategy books ever written. Renée is ranked in the top 3 management gurus in the world in the Thinkers50 listing of the World's Top Management Gurus. She is the highest placed woman ever on Thinkers50. In 2014, Renée, along with her colleague W. Chan Kim, received the Carl S. Sloane Award for Excellence due to the impact their management research has made on the global consulting industry.

### LANGUAGES:

She presents in English.

### WHAT SHE OFFERS YOU:

Renée brings business audiences a genuinely important breakthrough in strategic business thinking, which is changing the business lexicon across the globe. Taking the ever-changing global picture, she conveys the impact that it is having, and will have, on your organisation.

### PUBLICATIONS:

2017 Blue Ocean Shift: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth

2005 Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition (co-authored with Chan Kim)

### HOW SHE PRESENTS:

Renée is a very impressive presenter-engaging, energetic and intelligent, with substantive material that can significantly impact your organisation's performance. Candid and affable, she delivers her message with great clarity and relevance to your own situation.