



Prof. Donald Sull

Professor of Management Practice, Global Authority on Achieving Strategic Agility



CSA CELEBRITY SPEAKERS

Donald N. Sull is a Professor of Management Practice in Strategic and International Management and Faculty Director of Executive Education at the London Business School where he designed, directs and teaches an intensive week-long "boot camp" to help senior executives thrive in turbulent markets. He has been identified as a guru by the Economist, which named his theory of active inertia as an idea that has shaped business management over the past century. His current research areas include how successful companies make and execute strategy in unpredictable markets, regulated technology-intensive industries (medical devices, telecommunications), and high-tech sectors (enterprise software, consumer electronics).

"Fortune listed him among the ten new management gurus to know"

In detail

Prof. Sull received his AB, MBA, and doctorate from Harvard University, and served as a Professor of Entrepreneurship at Harvard Business School. He was also a consultant at McKinsey & Company, Inc. He currently serves as an advisor to start-up and established firms in Asia, Europe, Latin America and North America. Prof Sull has received prizes and awards for his work and is frequently interviewed by the BBC, CNN, and National Public Radio among others. He has published four books and over 100 case studies, book chapters, and articles, including several best-selling Harvard Business Review articles.

What he offers you

In his invaluable presentations Donald advises established and start-up companies on the most suitable business strategies and growing revenues while maintaining financial and operational discipline. In particular he demonstrates how to successfully operate in volatile industries and markets.

How he presents

Having won teaching awards at the London Business School and Harvard University, Donald's high content speeches are filled with useful insights and essential information delivered skilfully in a well prepared format.

Topics

- Seizing the Upside of a Downturn
- Why Good Companies Go Bad and How Great Managers Remake Them
- Emerging Markets (China, India and Brazil)
- Best Management Practices in Volatile Markets
- Made in China

Languages

Donald presents in English

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.



[watch video](#)

Publications

2008

The Upside of Turbulence

2005

Made in China: What Western Managers Can Learn from Trailblazing Entrepreneurs (with Y Wang) - named one of the top eight business books of 2005 by the Financial Times

Why Good Companies Go Bad and How Great Managers Remake Them (finalist for the Academy of Management's Outstanding Management Book Award and translated into eight languages)

2004

Disciplined Entrepreneurship

2003

Revival of the Fittest: Why Good Companies Go Bad and How Great Managers Remake Them

2001

Strategy as Simple Rules (with K Eisenhardt)