



**W. Chan Kim**  
 Professor of Strategy of International Management



**CSA CELEBRITY SPEAKERS**

W. Chan Kim is Co-Founder and Co-Director of the INSEAD Blue Ocean Strategy Institute and The Boston Consulting Group Bruce D. Henderson Chair Professor of Strategy and International Management at INSEAD, France. Prior to joining INSEAD, he was a professor at the University of Michigan Business School, USA. He has served as a board member as well as an advisor for a number of multinational corporations in Europe, the U.S. and Pacific Asia. He is an advisory member for the European Union. Kim is also a fellow of the World Economic Forum.

**Thinkers 50, the global ranking of management gurus, places Kim among the top ten most influential thinkers in 2007**

**In detail**

Kim and René Mauborgne co-founded the Value Innovation Network, a global community of practice on the Value Innovation family of concepts that they created. VIN embraces academics, consultants, executives, and government officers. He is also a board member of the Value Innovation Action Tank established in 2004 to bring Value Innovation to Singapore's private, public and people sectors.

**What he offers you**

In his presentations Kim elegantly summarizes his vision of the kind of expanding, competitor-free markets that innovative companies can navigate. He offers decision makers the necessary tools to reach untapped market space and the opportunity for highly profitable growth.

**How he presents**

Using dozens of examples in his presentations Kim delivers the tools and frameworks he has developed in a direct, easy to grasp jargon-free manner.

**Topics**

- Blue Ocean Strategy
- Business Management
- Corporate Strategy
- International Business Development
- Managing Multinationals
- Value Innovation

**Languages**

He 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.

**Publications**

- 2005**  
Blue Ocean Strategy (with René Mauborgne)
- 2004**  
Value Innovation: The Strategic Logic of High Growth
- 2003**  
Creating New Market Spaces



Chan gave an enthusiastic and inspiring speech. His performance was great and the audience enthused - Axcel Management

