

Annabelle Gawer

Pioneer on Digital Business Strategy & Platform Ecosystems

"A pioneering expert on digital platforms"

Annabelle Gawer, a world-class academic and pioneer in platform strategy. A thought-leader and expert advisor on the business of digital platforms and platform-based innovation ecosystems, Anabelle is the author of 30 articles and 4 books on platforms. Her 2021 study Online Platforms: Economic and Societal Effects was published by the European Parliament.

TOPICS:

- Development of Innovative Business Ecosystems
- Digital Business Strategy
- Digital Economy
- Platforms

LANGUAGES:

She presents in English.

PUBLICATIONS:

2011	Platforms, Markets and Innovation
2002	Platform Leadership

IN DETAIL:

Prof Gawer's research has been featured in The Financial Times, the BBC World Service, the Economist, The New York Times, Wall Street Journal amongst many others. Her Google Scholar profile indicated over 12500 citations as of March 2021. Prof Gawer has advised the European Commission on the regulation of online platforms as an Expert Member of the European Commission's Observatory of the Online Platform Economy (2018-2021). She has also advised the UK Parliament House of Lords, the UK Government, and the OECD.

WHAT SHE OFFERS YOU:

Professor Gawer is regularly invited to address international academic and business audiences. She is a regular keynote speaker at international conferences such as the Davos World Economic and has a wealth of experience covering the topics of teaching of strategy, high-tech strategy, digital platforms economics, and strategy and innovation. and ecosystem strategy.

HOW SHE PRESENTS:

Annabelle Gawer has the unique ability to communicate with audiences in a way that provokes, motivates and inspires them.