



Jamie Anderson

Academic with Attitude

"Jamie's wit and humour have seen him described as a 'stand-up strategist'"

Professor Jamie Anderson has been named as a "management guru" in the *Financial Times*, and as one of the world's top 25 management thinkers by the journal *Business Strategy Review*. Another industry magazine recently included Jamie as one of the 'top 40 under 40' most influential young business minds worldwide.

TOPICS:

- Leveraging Digital Engagement
- Customer Focus in a Digital Age
- Managing Complexity
- Innovation: Business Lessons from Creative Industries
- Gaganomics; Lessons In Business
- Corporate Transformation and Change
- Big Data Benefits
- Telecommunications and the Impact of New Media on Business

LANGUAGES:

He presents in English.

PUBLICATIONS:

2011 The Fine Art of Success

IN DETAIL:

Jamie has held permanent and visiting positions at some of the world's top business schools, such as London Business School, IMD, ESMT Berlin and the University of Melbourne. Born in Australia, Jamie now lives in Belgium where he holds the position of Professor of Strategic Management at the Antwerp Management School. He is also co-founder of the thought leadership network Connected Visions.

WHAT HE OFFERS YOU:

Jamie brings together the theories and frameworks of business strategy with a unique presentation style that never fails to both enlighten and entertain. His research and speaking focuses on digital strategy, customer focus in a digital age, managing complexity, innovation and creativity, but he is just as likely to talk about Lady Gaga or Picasso as he is to discuss Mark Zuckerberg, or Richard Branson.

HOW HE PRESENTS:

Jamie is a superb storyteller, and he believes that the discussion of important business concepts should always be engaging and entertaining. His dynamic presentations are rich in multimedia; he focuses on interaction and audience participation, whether for a small after-dinner talk or for a keynote presentation to a conference of thousands of attendees.