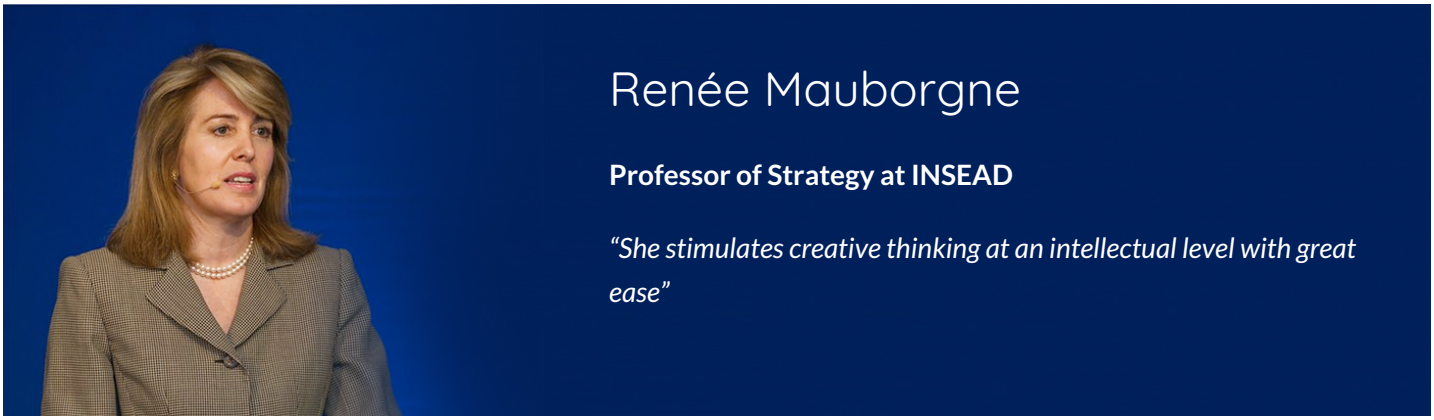


Renée Mauborgne

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

LANGUAGES:

She presents in English.

PUBLICATIONS:

2023	Beyond Disruption
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)

IN DETAIL:

In 2023, Renée and her colleague Chan Kim were recognised among the top four thinkers in the 100-year history of Harvard Business Review for their global impact. In 2019, they were named the world's most influential management thinkers by Thinkers50, with Mauborgne being the first woman to achieve this ranking. Their Blue Ocean Strategy and Blue Ocean Shift materials have been adopted by nearly 3,000 universities worldwide. In 2022, Harvard Business Review included Blue Ocean Strategy among its most influential and innovative articles of the past century. Mauborgne has published extensively in academic and managerial journals and her work has also appeared in The Wall Street Journal, The New York Times, and The Financial Times. She has received numerous awards, such as the Nobels Colloquia Prize for Leadership on Business and Economic Thinking and the Eldridge aynes Prize from the Academy of International Business.

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.

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.