



## W. Chan Kim

**Professor of Strategy of International Management**

*"Every company wants one, yet few companies have one: a compelling strategy."*

W. Chan Kim is the Co-Director of the INSEAD Blue Ocean Strategy Institute, Professor of Strategy and International Management, and the Boston Consulting Group Bruce D. Henderson Chair Professor of International Management at INSEAD, France.

### TOPICS:

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

### LANGUAGES:

He 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 (with Renéé Mauborgne)
- 2004** Value Innovation: The Strategic Logic of High Growth
- 2003** Creating New Market Spaces

### IN DETAIL:

Prior to joining INSEAD, Kim was a professor at the University of Michigan Business School, US. He has served as a board member as well as an advisor for a number of multinational corporations in Europe, the US, and Asia-Pacific region. He is an advisory member of the European Union and serves as an advisor to several countries. Kim is a Fellow of the World Economic Forum. Kim is ranked in the top three management gurus in the world in the Thinkers50 listing of the World's Top Management Gurus. Kim co-founded along with his colleague Renéé Mauborgne the Blue Ocean Global Network, a global community of practice on the Blue Ocean Strategy family of concepts that they created, which embraces academics, consultants, executives, and government officers.

### 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.