

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 Reneé 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 Renée 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.