



# W. Chan Kim

Professor of Strategy of International Management



## CSA CELEBRITY SPEAKERS

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.

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

### 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.

### Topics

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

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 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



Chan gave an enthusiastic and inspiring speech. His performance was great and the audience enthused - Axcel Management

