

Dr. Donald Marchand

Professor of Information Management & Strategy, IMD, Switzerland

CSA CELEBRITY SPEAKERS

Dr. Donald Marchand is a world authority on demonstrating the business value of using information technology. His special research and teaching interests include how organisations and leaders use information and knowledge to collaborate and compete. Over the years, he has been an advisor and consultant to over 100 companies as well as public and non-profit organisations globally.

Champion of the formula for competitive advantage and superior business performance

In detail

He is Founder, Chairman and President of enterpriseIQ, a leading business analytics company. A former Dean and Professor of Information Management at the School of Information Studies at Syracuse University, he also founded and directed the Institute for Information Management, Technology and Policy in the College of Business Administration.

What he offers you

Donald Marchand, as an international expert and popular speaker, has been in the unique position of taking his ideas from research directly to management practice. He is a frequent and acclaimed speaker on a variety of compelling business topics at corporate seminars and conferences worldwide.

How he presents

With over 30 years experience gained in research, teaching and executive program development at IMD, he speaks in a clear and concise manner using real case studies to demonstrate the business value of using IT.

Topics

Building the Right Mix of Business Strategies and Capabilities

Globalising the Enterprise: The Information Capability Advantage

Competing Globally: The IT Advantage

Lessons from the Dark Side of Information Use: The Impact on People, Values and Performance

Measuring, Valuing and Managing Information, People and IT Capabilities: Pre and Post Merger and Acquisition

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

2001

Making the Invisible Visible? How Companies Win with the Right Information, People and IT

Information Orientation (IO): The Link to Business Performance

2000

Competing with Information: A Manager's Guide to Creating Business Value with Information Content

Mastering Information Management, co-edited with Tom Davenport