



# Prof. Peter G. W. Keen

Author & Internationally Renowned Business Guru & IT Strategist



## CSA CELEBRITY SPEAKERS

Peter Keen is a noted international consultant, management educator, writer and public speaker. He has been profiled in Forbes Magazine and ranked in surveys as one of the world's 100 business thought leaders and top 10 IT consultants. He has been awarded two honorary doctoral degrees for his contributions to management thought and practice. He is Chairman of Keen Innovations.

**"One of the top 100 business gurus in the world and thought leaders with impact"**

### In detail

Peter is a Distinguished Research Fellow at the American University in Washington, DC. He has been a full-time professor at Harvard, MIT and Stanford in the U.S. and held chaired professorships at the Delft Technology University (Netherlands) and the National Technological University in Singapore. He has designed and led many customised executive education programs for public and private sector firms focused on the Digital Business Executive Agenda and he is also active in a number of university courses aimed at developing new generation leadership in the IT organisation.

### What he offers you

Peter is in great demand for his highly informative workshops and keynote lectures in which he provides in depth practical and essential tools for business innovation with authority and charisma.

### How he presents

Peter customises his presentations to meet the goals for the event and to match his topics and many practical business examples to the audience's interests.

### Topics

- Business Transformation
- Repositioning the Information Technology Organisation
- The Innovation Cube
- Industry Shakeups: Make Them Opportunity Not Threat
- Social Networking and Digital Services
- Sourcing Capabilities

### Languages

Peter 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

#### 2011

Beyond Innovation: Making Transformation Business as Usual

#### 2008

Decision Enhancement Services: Rehearsing the Future for Decisions that Matter

#### 2001

The Freedom Economy: Gaining the Mobile Commerce Edge in the Era of the Wireless Internet

From Dot Com to Dot Profit: Inventing Business Models that Deliver Value and Profits



Peter was excellent. He was very professional, flexible and motivating. Thank you - he was the perfect choice for our event - Online Security Provider

