

Renée Mauborgne

The INSEAD Distinguished Fellow of Strategy and International Management

CSA CELEBRITY SPEAKERS

Renée Mauborgne is The INSEAD Distinguished Fellow and a professor of strategy at INSEAD, the world's second largest business school. She is also Co-Director of the INSEAD Blue Ocean Strategy Institute. She served on President Barack Obama's Board of Advisors on Historically Black Colleges and Universities.

She stimulates creative thinking at an intellectual level with great eas

In detail

Renée is a Fellow of the World Economic Forum. She has published numerous articles on strategy and management. Renée is the co-author of 'Blue Ocean Strategy' and the indispensable follow-up, 'Blue Ocean Shift'. 'Blue Ocean Strategy' has sold over 3.6 million copies and is recognised as one of the most iconic and impactful strategy books ever written. Renée is ranked in the top 3 management gurus in the world in the Thinkers50 listing of the World's Top Management Gurus. She is the highest placed woman ever on Thinkers50. In 2014, Renée, along with her colleague W. Chan Kim, received the Carl S. Sloane Award for Excellence due to the impact their management research has made on the global consulting industry.

What she offers you

Renée brings business audiences a genuinely important breakthrough in strategic business thinking, which is changing the business lexicon across the globe. Taking the ever-changing global picture, she conveys the impact that it is having, and will have, on your organisation.

How she presents

Renée is a very impressive presenter-engaging, energetic and intelligent, with substantive material that can significantly impact your organisation's performance. Candid and affable, she delivers her message with great clarity and relevance to your own situation.

Topics

- Blue Ocean Strategy
- Knowing a Winning Business Idea When You See One
- Innovation - The Key-Driver of Growth
- Value Innovation - How to Make It Happen
- Wealth Creation

Languages

She presents in English.

Want to know more?

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

How to book her?

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: How to Create Uncontested Market Space and Make Competition (co-authored with Chan Kim)

“Renee gave a very good performance. She was eloquent and her presentation was inspiring and very interesting - Management Consultants”