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# MARK GREEVEN

Professor of Innovation and Strategy and CEO of IMD China

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Mark Greeven is Professor of Innovation and Strategy and CEO of IMD China. He draws on a decade of experience in research, teaching, and consulting in China to explore how to organize innovation in a turbulent world. He was named on the prestigious Thinkers50 Radar list of 30 Next Generation Business Thinkers in 2017.

Greeven has collaborated with innovative Chinese companies (including Ping An, Alibaba, Pinduoduo, and Haier) and entrepreneurial multinationals (including Bayer, Evonik, Johnson & Johnson, Daimler, Nestlé, Richemont, and Swiss Re) to explore novel ways of organizing, accelerating corporate innovation, enabling digital business transformation, and designing business ecosystems to thrive on uncertainty. He is a fluent Chinese speaker.

## Topics

- Author
- Business
- Education
- Innovation
- Strategy

He is the author of three books in this field. His 2018 work *Business Ecosystems in China: Alibaba and Competing Baidu, Tencent, Xiaomi and LeEco*, which has a cover endorsement by renowned venture capital investor Tim Draper, explores the application of a business ecosystem approach in the Chinese context and offers insights and practical lessons on leading, creating, and disrupting markets for corporate executives and professionals in global business.

This was followed in 2019 by *Pioneers, Hidden Champions, Change Makers and Underdogs: Lessons from China's Innovators*, which provides an insider's view of China's under-the-radar, globally competitive innovators. The book has a cover testimonial from Henry Chesbrough, Adjunct Professor at University of California, Berkeley.

His 2021 book *The Future of Global Retail* decodes China's retail revolution to help global retail and innovation executives understand its implications for the rest of the world. The publication, co-authored with Winter Nie, Yunfei Fang, and James Wang, has a cover endorsement from Jørgen Vig Knudstorp, Executive Chair of the LEGO Brand Group.

At IMD, he is Director of the Building Digital Ecosystems program that was launched in partnership with Cheung Kong Graduate School of Business. As Dean of IMD China, he is also responsible for the school's activities and outreach in the country. Greeven is a founding member of the Business Ecosystem Alliance, a research associate at China's National Institute for Innovation Management, the Center for China and Globalization and the Center for Global R&D and Innovation.

Findings from his research have been featured in international academic journals, such as *Harvard Business Review*, *MIT Sloan Management Review*, *European Management Journal*, and *Asia-Pacific Journal of Management*, as well as in global media such as *Forbes*, the *Financial Times*, *Wired*, *CNN*, *Bloomberg*, *Fast Company*, *Dialogue*, *LSE Business Review*, *The Business Times*, *Le Temps*, *Nikkei Asian Review*, *The Telegraph*, *South China Morning Post*, and *China Daily*.

Before joining IMD in 2019, he held faculty positions at Zhejiang University in China and the Rotterdam School of Management in The Netherlands.

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