
RENÉE MAUBORGNE

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Topics

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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.

Renée is a member of President Barack Obama's Board of Advisors on Historically Black Colleges and Universities (HBCUs). She is also a fellow of the World Economic Forum. Her Harvard Business Review articles, co-authored with W. Chan Kim, are worldwide bestsellers and have sold over half a million reprints. Their Value Innovation and Fair Process articles were selected as among the best classic articles ever published in Harvard Business Review. They have co-authored articles in The Wall Street Journal, The Wall Street Journal Europe, The New York Times and The Financial Times, amongst others. Renée has also published numerous articles on strategy and managing the multinational in journals such as Academy of Management Journal, Management Science, Organization Science, Strategic Management Journal, Administrative Science Quarterly and others.

She is the co-author of the international bestseller, *Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant* (2005), recognised as the business book of the last decade. It has sold over two million copies and is being published in 42 languages, breaking Harvard Business School Press's historical record of most foreign language translations ever achieved. *Blue Ocean Strategy* won the Best Business Book of 2005 Prize at the Frankfurt Book Fair, it was selected as the number one Strategy Book of 2005 by Strategy + Business, Booz Allen & Hamilton's leading business magazine, and also as a Top Ten Business Book of 2005 by Amazon.com.

Renée received the Nobels Colloquia Prize for Leadership on Business and Economic Thinking 2008 and is the winner of the Eldridge Haynes Prize, awarded by the Academy of International Business and the Eldridge Haynes Memorial Trust of Business International, for the best original paper in the field of international business.

After being among the top five most influential business thinkers in 2009, Professor Mauborgne was ranked No. 2 on The Thinkers50 2011 list of the world's top management gurus. She is the highest placed woman ever on Thinkers 50. She also won the 2011 Thinkers50 Strategy Award for her research on blue ocean strategy.

Professor Mauborgne was selected for the 2011 Leadership Hall of Fame by FastCompany magazine. She is the winner of the Prix DCF 2009 (Prix des Dirigeants Commerciaux de France 2009) in the category of « Stratégie d'entreprise ».

Renée received the 2007 Asia Brand Leadership Award, and is also the winner of several European Case Clearing House awards including 'Best Case in Strategy' in

2008 and 'Best Overall Case' in 2009 across all disciplines.

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