

JULIAN BIRKINSHAW

Julian Birkinshaw is Professor of Strategic and International Management at the London Business School, and the Deputy Dean for Programmes. He is co-founder of the Management Lab (MLab), a Fellow of the Advanced Institute of Management Research (UK), and a Fellow of the Academy of International Business.

He has PhD and MBA degrees in Business from the Richard Ivey School of Business, University of Western Ontario, and a BSc (Hons) from the University of Durham. He was awarded an Honorary Doctorate by the Stockholm School of Economics, 2009.

Professor Birkinshaw's main area of expertise is in the strategy and management of large multinational corporations, and on such specific issues as corporate entrepreneurship, innovation, subsidiary-headquarters relationship, knowledge management, network organisations, and global customer management. He is the author of eleven books, including *Reinventing Management* (2010), *Giant Steps in Management* (2007), *Inventing: Why Big Companies Must Think Small* (2003), *Leadership the Sven-Goran Eriksson Way* (2002) and *Entrepreneurship in the Global Firm* (2001), and over fifty articles. He is active as a consultant and executive educator to many large companies, including Rio Tinto, SAP, ABN AMRO, GSK, ABB, Ericsson, Kone, Exxon, WPP, Bombardier, Sara Lee, HSBC, Akzo Nobel, Roche, Thyssen Krupp, UBS, PWC, Coloplast, BBC and Novo Nordisk.

In 1998 the leading British Management magazine *Management Today* profiled Professor Birkinshaw as one of six of the “Next Generation of Management Gurus”. He is regularly quoted in international media outlets, including *CNN*, *BBC*, *The Economist*, *the Wall Street Journal*, and *The Times*. He speaks regularly at business conferences in the UK, Europe, North America and Australia.

Professor Birkinshaw speaks on a variety of issues concerned with the strategic management of multinational corporations. These include: Reinventing Management; Business level and Corporate Strategy; the Failure of Success (why great companies get into trouble); Knowledge Management; Corporate Entrepreneurship; Innovation and Change; Managing the Global Firm; Headquarters-Subsidiary Relationships; and Management Innovation.