



## Prof. Renée Mauborgne

Co-author, Blue Ocean Strategy, Distinguished Fellow and Professor, INSEAD



### CSA CELEBRITY SPEAKERS

Renée Mauborgne is a leading authority on value innovation and wealth creation. She is professor of strategy and management at INSEAD and is also co director of the INSEAD Blue Ocean Strategy Institute. Blue Ocean Strategy argues that tomorrow's leading companies will succeed not by battling competitors, but by creating "blue oceans" of uncontested market space ripe for growth. Renée co-founded the Blue Ocean Strategy Network, a global community of practice on the Blue Ocean Strategy family of concepts that they created.

**She stimulates creative thinking at an intellectual level with great ease**

#### In detail

Thinkers 50, the global ranking of management gurus, places Renee among the top five most influential thinkers in 2009. 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. She is the winner of Prix des Dirigeants Commerciaux de France 2009.

#### What she offers you

With Blue Ocean Strategy, 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.

#### 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.