



## **JULIAN BIRKINSHAW**

Julian Birkinshaw is Professor of Strategic and International Management and Deputy Dean (Programmes) at the London Business School. He is Research Director and Co-founder of the Management Innovation Lab.

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 has worked at the University of Toronto, the Stockholm School of Economics, Price Waterhouse and ICI.

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 ten books, including *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 in such journals as *Harvard Business Review* and *Sloan Management Review*. 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, The Guardian Newspaper, Mars Corporation 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: 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.