



Dr Jules Goddard

MA (Oxford) MBA (Wharton) PhD (London Business School)

Guest Lecturer at INSEAD; Formerly Gresham Professor of Commerce and Mercers School Memorial Professor at The City University; currently Research Associate of the Management Lab (MLab) at London Business School.

Teacher, writer and consultant in the areas of business creativity, strategic thinking, leadership and corporate transformation. First lecturer at London Business School to bring the teaching of philosophy into the MBA programme; first teacher to bring the performing arts into the LBS classroom; first director of company-specific programmes to use “discovery experiences” as a platform for experiential learning.

Lead designer and director of senior-level, high-profile development programmes for many companies, including BP, ICL-Fujitsu, Rolls-Royce, Orange, Prudential, Ericsson, BG Group, Rio Tinto, Mars, Smith and Nephew, SCA, Danone, and Volvo.

Over the last 10 years, he has worked with a third of the FTSE 100 companies.

Specialist advisor on strategic issues facing professional services firms, including Freshfields Bruckhaus Deringer, Smith System Engineering, Conran Design Group, Braxton, Banque Paribas, Lazard Brothers, PricewaterhouseCoopers, J Walter Thompson, Benfield, Deloitte, SHL, and Credit Suisse.

Recent articles on the implementation of strategy, the role of the centre, the architecture of core competence, the management of brands, and the intellectual history of marketing.

Contributor to “Business: The Ultimate Resource” (Bloomsbury), “The Encyclopaedic Dictionary of Psychology” (Blackwell), and “The Complete Guide to Modern Management” (Mercury).

Married, with 4 children, lives in London and Provence.