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CHAN KIM

Co-author of Best-seller "Blue Ocean Strategy"

W. Chan Kim is the co-author, together with Reneé Mauborgne, of the international best-seller "Blue Ocean Strategy", widely considered one of the best management books of all time.

"So powerful is Blue Ocean Strategy, in fact, that a blue ocean strategic move can create brand equity that lasts for decades" - says the Harvard Business Review. Chan Kim is The Boston Consulting Group Bruce D. Henderson Chair Professor of Strategy and International Management at INSEAD, France. Prior to joining INSEAD, he was a professor at the

University of Michigan Business School.

Kim and Reneé Mauborgne cofounded the Value Innovation Network, a global community of practice on the Value Innovation family of concepts that they created. VIN embraces academics, consultants, executives, and government officers. He is also a board member of the Value Innovation Action Tank established in March 2004 to bring Value Innovation to Singapore's private, public and people sectors.

In his presentations, Kim elegantly summarizes his vision of the kind of expanding, competitor-free markets that innovative companies can navigate. He offers decision makers the necessary tools to reach untapped market space and the opportunity for highly profitable growth.

He has served as a board member as well as an advisor for a number of multinational corporations in Europe, U.S and Pacific Asia, as well as an advisory member for the European Union and fellow of the World Economic Forum. Using dozens of examples in his presentations, Kim delivers the tools and frameworks he has developed in a direct, easy to grasp, jargon-free manner.

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