



DAVID J. COLLIS

Harvard Business School strategy professor and globally recognized expert on corporate strategy, competitive advantage, and value creation

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- 35 years at Harvard Business School, teaching corporate, competitive, and international strategy
 - Winner of the Outstanding Educator Award from the Academy of Management's Strategy Division and the McKinsey Award for the best Harvard Business Review article
 - Author of 40+ articles and book chapters and major works including Corporate Strategy and Corporate Headquarters
 - His cases and Harvard Business Review articles have sold more than 3 million copies
 - Trusted strategic advisor to senior management at companies including Merck, Maersk, Fidelity Investments and MetLife
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David J. Collis is a globally recognized authority on corporate strategy, competitive strategy, industry analysis, and global competition. He is an Adjunct Professor of Business Administration at Harvard Business School and a Visiting Professor at Dartmouth's Tuck School of Business. Over 35 years at Harvard, he has developed and taught MBA and executive education programs in corporate and international strategy and has been recognized as one of the school's leading strategy educators.

Collis previously taught at Yale School of Management and Columbia Business School. He received the Outstanding Educator Award from the Academy of Management's Strategy Division and won the McKinsey Award for the best Harvard Business Review article for "Can You Say What Your Strategy Is?", co-authored with Michael Rukstad.

He is the author of more than 40 articles and book chapters and of books including *Corporate Strategy* and *Corporate Headquarters*. His research addresses one of the most consequential questions facing senior executives: how companies create and sustain competitive advantage and, particularly in multibusiness organizations, how the corporate center can add genuine value to individual businesses. His 2024 HBR article with Bharat Anand examines why multibusiness strategies fail and how companies can align their portfolios, structures, and management processes around specific sources of value creation.

Beyond academia, Collis has advised the senior management of major corporations including Merck, Maersk, Fidelity Investments, and MetLife. He holds an MBA and Ph.D. from Harvard University and an MA from Cambridge University.

Why Book David J. Collis?

David Collis brings something particularly valuable to senior leadership audiences: the intellectual rigor of Harvard strategy thinking combined with practical experience advising CEOs and executive teams. His sessions are especially powerful for organizations facing questions of portfolio strategy, diversification, transformation, governance, resource allocation, or the role of the corporate center.

Rather than offering generic management inspiration, Collis gives executives frameworks

they can immediately apply to their own organization. He is particularly effective in customized executive sessions where he can study the company beforehand and use its real strategic challenges to turn the keynote into a high-level working conversation.

TEMAS

David tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Corporate Strategy & Value Creation
- Competitive Advantage
- Strategy in Multibusiness Organizations
- From Strategy to Execution
- International & Global Strategy
- Strategic Renewal & Transformation

PROGRAMAS

Three-Sentence Essence

David J. Collis is one of the world's leading authorities on corporate strategy, helping senior leaders answer the fundamental question of how a corporation creates value across its businesses. A longtime Harvard Business School professor and award-winning educator, he combines rigorous strategic thinking with decades of experience advising top management teams at major global companies. His highly interactive sessions challenge executives to move beyond abstract strategy and make the critical choices that translate ambition into sustainable competitive advantage.

Why Do So Many Strategies Fail

Strategy fails when leaders optimize individual pieces without ensuring that they work together as a coherent whole. Drawing on his influential HBR framework, David Collis helps leaders connect opportunity, value creation, value capture, organizational capabilities, and

execution. The session gives executives a practical lens for diagnosing weaknesses in their current strategy and identifying the choices required to create sustainable advantage.

Creating Corporate Advantage: How Does the Center Add Value?

For diversified companies and business groups, the central strategic question is not simply which businesses to own, but why those businesses are more valuable together than apart. Collis challenges leadership teams to define precisely how the corporate center creates value and then align portfolio choices, organizational structure, talent, resource allocation, and management processes behind that logic. Particularly relevant for family-owned groups, conglomerates, holding companies, and multibusiness corporations.

Can You Say What Your Strategy Is?

Can everyone on the leadership team articulate the organization's strategy clearly—and would they all give the same answer? Collis helps executives define the objective, scope, and competitive advantage underlying their strategy and translate complex strategic thinking into a clear statement that can guide decisions throughout the organization.

Competing on Resources: Building Sustainable Advantage

What does an organization possess or do exceptionally well that competitors cannot easily reproduce? Collis explores how distinctive resources and capabilities become sources of competitive advantage—and why leadership teams must understand not only what makes those resources valuable today, but whether that advantage can endure as markets evolve.

CONDICIONES

- **Travels from:** Boston, USA
 - **Fee Range:** Please Inquire
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