



## Paul Verdin

Paul Verdin is Professor at the Solvay Business School (Chair in Strategy and Organization, Université Libre de Bruxelles), and "Distinguished Visiting Professor" at INSEAD.

After degrees in Law and International and Monetary Economics from KUL, he obtained the M.A. and Ph.D. in Economics (Industrial Organization) from Harvard University, where he was also a Teaching Fellow at the J. F. Kennedy School of Government and the Economics Department. He has held short-term positions with McKinsey & Co., Merrill Lynch Capital Markets, the I.M.F. and the World Bank.

He directed executive seminars and strategy workshops, and consulted for a wide range of companies, established multinationals as well as small and medium sized companies, across industries and sectors. He serves as a non-executive board member of companies and non-profit institutions and a regular keynote speaker on top management conferences.

Dr. Verdin's earlier empirical research in strategy focused on industry analysis and competence-based competition and more recently together with Prof. Hawawini (currently Dean of INSEAD) and Prof. Venkat Subramanian (Hong Kong University Business School) on the relationship between strategy and shareholder value across industries and countries. He also participates in Inter-University Attraction Poles Research (Offices of the Prime Minister, Belgium) on Strategic Management and Internationalisation of Universities.

Over the last many years he also researched the strategic and organizational issues and processes for internationalizing and globalizing companies, leading to the publication of numerous case studies on companies in a variety of industries, mostly in the context of the rapidly changing European environment. He has won, up to three times, the First Prize in the EFMD (European Foundation for Management Development) Case Competitions.

He has published in both leading academic journals, including *The British Journal of Management*, *Long Range Planning*, *The European Management Journal* (where he has been on the Advisory Board) and *the Strategic Management Journal*, and in a number of books, including *Competence Based Competition* (ed. By G. Hamel and A. Heene), *Building the Strategically Responsive Organization* (ed. By H. Thomas et al). He has also contributed to leading international textbooks such as *The Strategy Process* (ed. By H. Mintzberg, J.B. Quinn and S. Ghoshal), *Transnational Management* (ed. By C. Bartlett and S. Ghoshal) and *Managing the Global Corporation* (ed. by J. de la Torre, Y. Doz and T. Devinney).

His book 'From Local Champions to Global Masters : A Strategic Perspective on Managing Internationalization' (with Nick Van Heck), Palgrave/MacMillan, London-New York, 2001, has been translated in other languages, and succeeded a management video under the same title (published by Videomanagement/Financial Times Knowledge, Brussels/London). His work has been covered in the professional and general business press including *CFO Europe*, the *Economist Intelligence Unit*, *Treasury Management International*, *Wirtschaftswoche*, *Handelsblatt*, *Expansion Management Review*, *Trends Magazine*, the *Wall Street Journal Europe* and the *Financial Times*.