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Max von Zedtwitz is a **professor of international business and innovation** at Copenhagen Business School, and director of the GLORAD Center for Global R&D and Innovation. He is a visiting professor at Ecole Polytechnique (Paris) and KTU (Lithuania). He obtained a M.Sc. in Computer Science from ETH Zurich, and an MBA and a Ph.D. from the University of St. Gallen.

As a **global innovation researcher and academic**, Max is especially known for his contributions to global innovation and incubation. He has written 17 books and more than 100 scientific articles, winning best-paper prizes in journals such as *JPIM* and *R&D Management*. He is on the editorial advisory board of nine journals, including the highly ranked *Global Strategy Journal*, *Technovation*, and *R&D Management*. His most recent top publications were on ‘China Innovation’ in *MIT Sloan Management Review* and on ‘Global Best Practices in NPD’ in *JPIM*, and his most recent book is ‘Responsible Product Innovation’. He has been quoted in the *Economist*, *China Daily* and the *New York Times*. IAMOT recognized him as one of the 50 most influential innovation scholars globally, and with more than 7,800 citations to his work, GoogleScholar ranks #1 in citations to ‘global innovation’ and ‘incubation’.

As an **educator**, Max has more than twenty years of experience in teaching innovation, strategy and international business. He previously was on the faculty of Harvard University, IMD, the University of St. Gallen, Tsinghua University, Skoltech in Moscow, and Kaunas University of Technology. One of his Chinese students said that “he understands China better than the Chinese.” He has worked with thousands of students at all levels, undergraduate to executive, in all major markets – Europe, U.S., China, Japan, Russia, India, Brazil. Many of his students have gone on to start their own companies, some of which he advises as a board member.

As a **consultant**, Max has led more than 60 engagements for clients in China, Russia, the U.S. and Europe in R&D, technology and innovation strategy, product development operations, global strategy, productivity improvements, product lifecycle management, organizational road-mapping and design, corporate incubation, start-up management, China business and corporate M&A. When in China, he founded the business intelligence firm AsiaCompete and grew it to a firm of 15 consultants. He also was a Vice President with PRTM Management Consultants, where he was co-responsible for their global NPD practice and an overall lead for China-based innovation and change projects.