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- Professor of Strategy at the University of St. Gallen (Singapore)
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- Expert on China, APAC, innovation management, new product development, global strategy, international & reverse innovation, high-tech incubation
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Max von Zedtwitz is a **professor of strategic management** at the University of St. Gallen and managing director of the University's SGI Institute for Management in Asia, based in Singapore. He is also a part-time visiting professor at Copenhagen Business School and the Ecole Polytechnique (Paris), and director of the GLORAD Center for Global R&D and Innovation. 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 area editor at *Technovation*. His most recent top publications were on 'China Innovation' in *MIT Sloan Management Review*, on 'Nobel Prize Discoveries' in *Research Policy*, and on 'Global Best Practices in NPD' in *JPIM*. He has been quoted in the *Economist*, *China Daily* and the *New York Times*. IAMOT recognized him in the top-50 most influential innovation scholars globally; with more than 8,900 citations to his work, GoogleScholar ranks him #1 in citations to 'global innovation' and 'incubation'.

As an **educator**, Max has more than 25 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, Kaunas University of Technology, and Copenhagen Business School. One of his Chinese students said that "he understands China better than the Chinese." He has designed and led executive programs in all major markets – Europe, the U.S., China, Brazil, Russia, etc. – and educated thousands of undergraduate, graduate, and postgraduate students. Many of them 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 15 consultants. He also was a Vice President and Partner 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.