



Freek Vermeulen

BUSINESS SCHOOL PROFESSOR

Expert on growth, strategic innovation & international strategy

With mischievous charm Freek Vermeulen enjoys lifting the veil on the world of business, while bringing rigorous research to his accessible books. Professor of Strategy and Entrepreneurship at the London Business School his blog Freeky Business probes what really goes on in business, once you get beneath the airbrushed façade..

Freek Vermeulen's 2026 Biography

Freek Vermeulen - Professor of Strategy and Entrepreneurship at London Business School

Freek Vermeulen is a Professor of Strategy and Entrepreneurship at the London Business School. His research and teaching cover topics such as strategic management, managing innovation, corporate transformation, and entrepreneurship. He has served on the London Business School's Management Board, been a member of its Board of Governors, Chair of the Strategy and Entrepreneurship Department, and Director of Strategy for the School.

In addition, Vermeulen is a regular keynote speaker at company and industry conferences, having worked with firms such as Bosch, BP, GE, Goldman Sachs, JP Morgan, Lufthansa, Maersk, Novartis, Roche, Sara Lee, Toshiba, and Vodafone, among others. At the London Business School, he was the first-ever recipient of the School's "Excellence in Teaching Award" and has also received the "Best Teacher Award" for his course on Strategies for Growth and Transformation. The Financial Times described him as "a rising star, and his pithy observations are both accessible and authoritative," and separately referred to him as a "new management guru."

His book *Business Exposed: The Naked Truth About What Really Goes On in the World of Business*, published by FT Prentice-Hall, was WHSmith's Business Book of the Month and received widespread acclaim in the business press. The Financial Times called it "ornery and entertaining: a rigorous challenge to many business assumptions," while The Economist described it as "punchy and readable." Particularly in Japan, the book became a bestseller and was, for a time, the highest-selling business book on Kindle. His most recent book, *Breaking Bad Habits: Defy Industry Norms and Reinvigorate Your Business*, was published by Harvard Business Review Press. Vermeulen's books have been translated into multiple languages, including Arabic, Chinese, Dutch, Indonesian,

AVAILABLE FOR

- After Dinner Engagement
- Moderating and Emcee
- Speaking

LANGUAGES: English, French, German, Spanish

Japanese, Korean, and Russian.

His research has been published in leading academic journals in the field of management, such as the Academy of Management Journal, Administrative Science Quarterly, Organization Science, and the Strategic Management Journal. He received the prestigious “Academy of Management Journal Best Paper Award” for his research on international expansion and the INFORMS/ISA Best Paper Award for his work on organizational learning.

Vermeulen actively communicates his views on strategic management through the popular press, contributing regularly to Harvard Business Review and writing articles for publications such as The Wall Street Journal, Financial Times, Strategy+Business, Marketing Magazine, and HR Magazine. The Vienna University of Economics and Business honored him with their inaugural “Theory-to-Practice Award.” He was also ranked number one in the global list of “Top 100 Web-savvy Professors” by Best-online-universities. Notably, he also won his department’s geese herding competition—after which he was elected department chair—and received the “Best Solo Performance” award at the department’s Christmas party karaoke competition.

Freek Vermeulen's 2026 talks & topics

Innovation

Corporate strategy

International strategy

Profitable growth

Acquisitions and alliances

Freek Vermeulen's Videos



What Freek Vermeulen's clients say

Testimonial for Business Exposed: Wow, what a book! Every so often a book comes along that re-frames business. Business Exposed does just that in a fast-paced, smart read based on serious research. It's fresh, informative, and funny, and chock full of insights that you won't expect.

Gabriel Szulanski
Professor of Strategy, INSEAD

Testimonial for Business Exposed: Punchy and readable.

The Economist

Testimonial for Business Exposed: Business Exposed takes the reader on a whirlwind tour, exposing the surprising and sometimes appalling realities of how business decisions are actually made.

Top MBA

The Associate Professor is a rising star and his pithy observations are both accessible and authoritative.

Financial Times