



Jennifer Jordan

Senior leaders are being asked to behave in two contradictory ways at once. They must be decisive and humble, data-driven and intuitive, in control and willing to let go. Most leadership models still treat these as choices, which leaves executives stuck managing the friction rather than using it.

Jennifer Jordan is a social psychologist and IMD professor who helps senior leaders make sound decisions when power, ethics, and digital pressure pull in opposite directions.

Jennifer Jordan's 2026 Biography

Why organisations work with Jennifer Jordan

- Her seven tensions framework, built from surveys of more than 1,000 senior executives and published in Harvard Business Review with Michael Wade, gives leadership teams a shared language for the contradictions that actually slow them down.
- She directs IMD's Leading Digital Execution and Leadership Essentials programmes, so the work she brings to a boardroom is the same work she runs with executive cohorts every month.
- Her doctoral training at Yale in social psychology means the advice on power, influence, and ethical lapse rests on peer-reviewed research, not anecdote.
- She translates academic findings into operational decisions: when to slow a leader down, when to add a shadow board, when a decision should be made by data and when by judgment.
- Recognised by Poets&Quants on its 2019 Best 40 Under 40 list and the Thinkers50 Radar in the same year, she sits in the small group of leadership researchers whose work senior executives are actively asking for.

Biography highlights

- Professor of Leadership and Organizational Behavior, IMD Business School, Lausanne.
- Director of IMD's Leading Digital Execution and Leadership Essentials programmes.
- PhD in Psychology, Yale University; postdoctoral fellow at Kellogg School of Management and Tuck School of Business.
- Co-author with Michael Wade of "Every Leader Needs to Navigate These 7 Tensions," Harvard Business Review, 2020.
- Named by Poets&Quants to its 2019 Best 40 Under 40 business school professors list and nominated to the Thinkers50 Radar in the same year.

AVAILABLE FOR

- After Dinner Engagement
- Guest Appearance
- Speaking

JENNIFER'S SPEAKING THEMES

- Change Management
- Digital Transformation
- Executive Development
- Leadership
- Organizational Agility

LANGUAGES: English

- Research published in Administrative Science Quarterly, Psychological Science, Journal of Management, and Business Ethics Quarterly.

Biography

Most leadership advice still asks executives to pick a side. Be visionary or be operational. Trust the data or trust your gut. Hold authority or share it. The senior leaders Jennifer Jordan studies do not have that luxury, and her research is built around the cost of pretending they do.

Jordan is Professor of Leadership and Organizational Behavior at IMD in Lausanne, where she directs the Leading Digital Execution and Leadership Essentials programmes. Her 2020 Harvard Business Review piece with Michael Wade, drawn from surveys of more than 1,000 senior leaders, set out seven tensions that define the modern executive role, from expert to learner, from controller to architect, from constant to adaptor. The framework is now used inside leadership development at major firms.

Trained as a social psychologist at Yale, she works on the harder edge of the leadership question: power, influence, and the conditions under which capable people make ethical mistakes. That research is published in Administrative Science Quarterly, Psychological Science, and the Journal of Management, and it underpins her work on leadership transitions, family business succession, and women on boards.

Her recognition is concrete. Poets&Quants placed her on its 2019 Best 40 Under 40 list of business school professors, citing close to 1,500 academic citations of her work. Thinkers50 named her to its Radar list of management thinkers to watch in the same year. With Mahwesh Khan, she has argued in HBR for shadow boards as a structural answer to generational distance at the top of organisations, a recommendation that several large European firms have since adopted.

Key speaking topics

- Leadership in the digital age
- Power, influence, and ethics
- Leadership transitions and succession
- Decision-making under contradiction
- Women on boards and inclusive leadership
- Family business leadership
- Shadow boards and intergenerational governance

Ideal for

- CEOs and executive committees are navigating contradictory strategic demands.
- CHROs and heads of leadership development are designing senior leader programmes.
- Board chairs and nominating committees are working on succession and governance.
- Family business principals and next-generation leaders are preparing to take over.

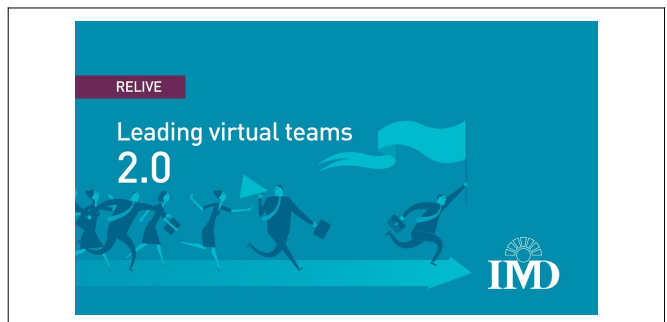
Audience outcomes

- A direct read on the seven tensions that define senior leadership today, with practical tests for which behaviour each situation calls for.
- A clearer view of how power changes a leader's judgement, and the

routines that keep that change in check.

- Sharper questions for succession and leadership transitions, including how shadow boards and reverse mentoring change board-level perspective.
- A research-grounded account of why digital execution stalls at the top of organisations, and what senior leaders can do about it.

Jennifer Jordan's Videos



What Jennifer Jordan's clients say

At CRF we have had the pleasure of working with Professor Jennifer Jordan on a couple of projects. She handles virtual presentation brilliantly – she conveys well-researched but practical information in a highly engaging way. She is by far the best digital presenter we have worked with, and the way she brings the audience into the conversation is particularly impressive.

Gillian Phillans

Research Director, Corporate Research Forum

Jennifer Jordan gave an excellent keynote speech at the Global WIN Conference. Her speech was informative and packed with great learning points, and the way she shared it was personal and touching. She captivated the entire audience. It was an impressive talk in front of many high powered women and men from around the world. Having curated and directed hundreds of events worldwide, I highly recommend her as a keynote speaker at other world-class events and beyond. You will get quality and humanity.

Kristin Engvig

President, WIN

It was a real pleasure having Professor Jennifer Jordan at the European House – Ambrosetti as a speaker.

Jennifer is an extremely devoted, engaging and prepared speaker. She carried out, in a very collaborative and professional way, the preparation for the session and the speech itself. The participants (C-level executives and top managers from middle and large Italian companies and multinational branches in Italy) appreciated the thoughtful and innovative insights on the topic of leadership that Jennifer Jordan shared during the meeting.

The evaluations received from the audience were excellent, praising her as one of the best speakers in our 2020 program.

It will be our great pleasure to host Professor Jordan as a speaker at the European House – Ambrosetti in the future.

Ambrosetti

I invited Jennifer to be the keynote speaker of the plenary session about Skills Revolution for the 2020 EFMD Conference for Deans and Directors General hosted by SDA Bocconi School of Management in February 2020.

Her impactful research and teaching experience on digital leadership, ethics, influence and power is impressive. But more importantly she is able to transfer that outstanding knowledge to very different audiences, from scholars to practitioners.

She is absolutely brilliant and engaging.

Giuseppe Soda

Dean of Bocconi School of Business, President of EFMD

Jennifer Jordan's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
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Home Country	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Asia Pacific	Please enquire	Please enquire	Please enquire
Europe	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Middle East & Africa	Please enquire	Please enquire	Please enquire
South America	Please enquire	Please enquire	Please enquire
United Kingdom	Please enquire	Please enquire	Please enquire
US East Coast	Please enquire	Please enquire	Please enquire
US West Coast	Please enquire	Please enquire	Please enquire
Virtual	Please enquire	Please enquire	Please enquire