



George Yip

**Leading authority on global strategy,
transformation, management and leadership**

George Yip is Professor of Management and Co-Director of the Centre on China Innovation at China Europe International Business School, which is the top business school in mainland China.

George's biography

George S. Yip's background

George is based in London, Shanghai and Maine, U.S.A. He is a Fellow of the Academy of International Business and of the International Academy of Management. He is also a Visiting Professor at Imperial College Business School. He is Co-Executive Editor of Chinese Management Insights and serves on the Editorial Advisory Board of MIT Sloan Management Review.

From 2008 to 2011, he was Dean of Rotterdam School of Management, Erasmus University, a top six European business school with over 7,500 students. Before joining RSM, Yip was Vice President and Director of Research and Innovation at Capgemini Consulting.

Other faculty positions have been at Harvard, UCLA, Cambridge and London business schools. Other business positions include at Unilever and Price Waterhouse, and various boards.

His latest book is *Strategic Transformation* (Palgrave Macmillan, 2013). The Financial Times said "Strategic Transformation is the chief executive's in-depth guide to how to sustain and refresh strategy over time." An earlier book, *Total Global Strategy: Managing for Worldwide Competitive Advantage* (Prentice Hall, 1992; 1995) was selected as one of the 30 best business books of 1992; has been published in ten languages and a 3rd edition in 2012. Other books include *Managing Global Customers* (Oxford University Press, 2007), *Asian Advantage: Key Strategies for Winning in the Asia-Pacific Region* (Addison Wesley/Perseus Books, 1998 and updated edition 2000) and *Strategies for Central and Eastern Europe* (Macmillan Business, 2000).

He holds B.A. and M.A. degrees in economics from Cambridge University; and MBAs from Cranfield

School of Management and Harvard Business School, and a doctorate from Harvard. He is Chinese with American and British nationalities.

In his talks, George brings a unique combination of his Asian background, British eloquence and humor, and American expertise (including having been one of Michael Porter's first doctoral students at Harvard Business School). He also blends academic rigor with business pragmatism, and draws on many company examples.

George's talks

- **Organizational Intelligence for Leaders**

Leaders with emotional intelligence (EQ), high IQ, and deep business knowledge (BQ) may get to the top, but often they aren't successful once they get there. What makes a leader successful at creating change in large, complex organizations?

This talk highlights five OQ competences that effective senior leaders need: the ability to foster an ethos, an understanding of action strategy, a penchant for sending messages that reinforce the strategy, an understanding of the importance of rebelling from the top and the ability to stage moments of theatre.

- **The Rise of Innovation in China and Implications for Global Companies (MNCs)**

While China has long had a reputation for imitation, Chinese companies are now starting to innovate. This talk is based on a ten-year programme of research conducted by the CEIBS Centre on China Innovation and at Zhejiang University. The research included interviews with hundreds of R&D and innovation-related executives at hundreds of Chinese and foreign companies.

- **Strategic Transformation**

Most company strategies are based on what has been done in the past, especially if it was successful. They go through long periods of relative continuity during which established strategy changes, but only incrementally. What companies find really difficult is to make radical changes or strategic transformations that change the existing business model.

This talk will include the personal transformational experience of the speaker as Dean of the Rotterdam School of Management and as a leader of digital transformation to online learning at Imperial College Business School.