



**Dominique's biography**

## **Dominique Turpin**

### **Former President and Nestlé Professor at IMD**

Dominique is currently the IMD's Dentsu Chaired Professor of Marketing and the Dean of External Relations. He has served as IMD President and Nestlé Professor from July 2010 until the end of 2016.

### **Dominique Turpin's Background**

Professor Turpin is a marketing professor at the International Institute for Management Development with research interests in brand management, marketing [strategy](#) and communications. He is also a former director of the IMD MBA (Master of Business Administration) and PED (Program for Executive Development).

With widespread executive seminar and consulting experience for clients in Europe, Asia and Latin America, Dominique shares his insights on the impact of brands in a global world and models for long-term growth, profitability, stability and survival through periods of crisis. His current research focuses on brand management. He has been widely published in more than 100 books, articles and case studies including the Financial Times, European Business Forum and MIT Sloan [Management Review](#). In his presentations he shares his extensive knowledge in areas of [marketing](#) and international strategy both in Europe and in Asia, particularly in the area of brand management, customer orientation and communications strategy.

He has directed customized programs for companies such as Groupe SEB, Panasonic and Japan Tobacco International. He has worked as a consultant and management educator with a large number of international companies including: Coca Cola, CPW, Danone, DSM, Jardine Matheson, Nestlé, Novo Nordisk, Philips and Uponor. He also served as a board member for ITOCHU Europe, a leading Japanese trading company and the Ecole Hôtelière de Lausanne.

Prior to joining IMD, he spent several years in Tokyo as a representative of a French firm in Japan. He served as Visiting Professor at the Keio Graduate School of Business Administration, Japan. Since 1994, Professor Turpin serves as the IMD representative on the Academic Council of the China-Europe International Business School in Shanghai (People's Republic of China).

He has been a regular contributor to the Nihon Sangyo Shimbun (The Japan Industrial Journal), one of the leading business dailies in Japan. Professor Turpin is also the Continental European editor for the Long Range Planning Journal, the international journal of strategic management and an editorial advisor for the Singapore Management Review.

## Dominique's talks

- Understanding the world in global terms
- Japan today: How Japan can improve its [competitiveness](#)
- The pros and cons of having a single brand
- How to get more out of your [digital marketing](#)?
- Practical brand management issues
- International financial crisis: The opportunities
- How to build global brands in both emerging and traditional markets?

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