



## Misiek Piskorski

**Professor of strategy and innovation at IMD business school**

Professor Piskorski is an expert on digital strategy, platform strategy and the process of digital business transformation.

## Misiek's biography

### Misiek Piskorski's background

Misiek Piskorski is known for his research in the area of online social platforms and study of how companies leverage social platforms to improve their profitability. He works with companies in various industries across the globe supporting them through [digital transformation](#).

He specializes in transformations that span the entire organization, starting with strategic advisory services to the CEO, strategic transformation projects and [business development](#) with the top management team, executive education with middle managers and online education with the rest of the organization.

At IMD, Professor Piskorski is the Director of the Digital Strategy program, a co-director of Leading Digital Transformation and Digital Execution programs, and the Director of the Digital Excellence Diploma. He also leads the global UBS Senior Leadership Program, Siam Commercial Bank digital transformation program, Daimler Digital Business Transformation Program and Skanska Top Executive Program. His research has been published in Administrative Science Quarterly, American Journal of Sociology, Management Science and Social Forces. He also authored a book called A Social Strategy: How We Profit from Social Media.

Professor Piskorski is currently an associate editor at the Journal of Organizational Design. He has served on editorial boards of several academic journals including American Journal of Sociology, Administrative Science Quarterly, Management Science and Organization Science.

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