

Speaker and Workshop Moderator Profile

Max von Zedtwitz, Ph.D.

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Speaker Value

Max is an engaging executive educator and speaker to international and diverse audiences. He shares his personal and professional experience on innovating technologies and new products and doing business in China and Japan.

Speaker Topics

- Emerging technologies of the 21st Century
- Incubation and technology-based entrepreneurship
- R&D and innovation in China
- Emerging competitors from China
- Doing business in China
- How to get published

Profile Highlights

- Has taught thousands of executives while a professor at IMD-International, Rutgers, St. Gallen Universities, and in various executive programs for Cornell, Chalmers, Leiden
- Trains managers from Europe as Head of Management Development at AsiaCompete in Beijing and Shanghai
- Runs a center for global R&D management at Tsinghua and St. Gallen Universities, focusing on international innovation and emerging technologies
- Speaks fluent English, German, Swiss and French, some Japanese, Chinese

Additional Responsibilities and Credentials

- Permanent Guest Professor at St. Gallen University's Center for China Business
- Member of the Scientific Advisory Board for GetAbstract, Inc. and Squarewise, Ltd.
- Author of bestselling "Managing Global Innovation", an authoritative guide on how to organize and lead international R&D projects; published seven books and more than 50 managerial and scientific papers
- Member and Chairman of several European Framework research projects
- Founding president of the Harvard HSG Club, co-founder of MIT spin-off "myEuro.net"
- Member of the Research Center for Technological Innovation, Tsinghua University
- Advisor to the Swiss Government on Innovation and Entrepreneurship

Biography

Dr. Max von Zedtwitz is a Professor of Technology & Innovation Management at Tsinghua University, Beijing, P.R. China, with concurrent appointments as Visiting Professor at the University of St. Gallen, Switzerland, and Adjunct Professor of Strategy at Rutgers Business School, New Jersey, USA. He is also Director of the Research Center for Global R&D Management with locations at Tsinghua and the University of St. Gallen. He teaches technology management, strategy, innovation and technology-based entrepreneurship in MBA, Ph.D., and executive education programs.

Max's research focuses on R&D management, in particular transnational R&D organization, innovation in China, and technology-based entrepreneurship. He has published seven books and more than fifty articles in leading practitioner and academic journals in English, German, French, Japanese and Chinese. He has been cited in various newspapers and magazines such as *The New York Times*, the *International Herald Tribune*, *Der Spiegel*, *Le Temps*, and *NZZ*. In 1998, he won the RADMA prize for best paper with focus on practicality in the *R&D Management Journal*, and the ABB Best Paper Award at the IAMOT 2001 conference. He currently serves on the editorial boards of *R&D Management*, *Journal of International Management*, *Technological Analysis and Strategic Management*, and several other international journals.

Max has a Master's degree in Computer Science from *ETH-Zurich* (Swiss Federal Institute of Technology), and MBA and Ph.D. degrees from the *St. Gallen University*. He worked in software R&D in Florida and Switzerland and in nucleon simulation research in Japan. He joined the *Institute for Technology Management* in St. Gallen (Switzerland) as a research associate in 1994, *Harvard University* (Cambridge, Mass.) as a Post-Doctoral Visiting Fellow in 1998, and *IMD-International* (Lausanne, Switzerland) as a Professor of Technology Management in 2000. He initiated the GLORAD research center at Tsinghua in 2003.

In consulting, Max has focused on strategy, innovation and R&D, start-up incubation, and China business. He is President and CEO of *AsiaCompete*, a research, training and advisory company based in Hong Kong with offices in Shanghai and Beijing. Among his clients are multinationals such as Microsoft, Nestle, France Telecom, SIG and Hitachi, start-ups such as IncTANK and getAbstract, and Chinese firms such as Li-Ning and BeyondSoft. Max is also an executive director of *IAMOT*, the International Association for Management of Technology, and he is on the advisory boards of *GetAbstract*, an Internet-based book summary provider, and *Squarewise*, a Dutch consulting firm. He is a former director of *BEAM* (Boston Economic Advancement Messengers), a Swiss Think-Tank for Entrepreneurship in Boston, Mass., and a co-founder of the *Pan-European StartUp-Summit* conventions at MIT, Cambridge. In Boston, he co-founded *myEuro.Net*, an Internet platform focussing on transatlantic relocation and job search services.

Max holds a pilot's license for single-engine aircrafts and seaplanes. He competed in tennis, volleyball and swimming, and later coached volleyball and tennis teams in intramural and regional competition. Max started writing and publishing his own science fiction in his earlier years. By the time of his Ph.D., he had published more than 1'400 pages of scientific articles and books, winning awards for best papers along the way. He has also developed a line of prize-winning cartoons and continues drawing cartoons in his spare time.

Examples of Past Speeches

“Managing foreign R&D in China”, keynote speech given to R&D directors at a conference on R&D management in Shanghai, May 2005

“Managing incubators”, moderated workshop held at the TII meeting for technology transfer and incubator professionals, in Vienna in April 2003

“Global R&D and innovation”, moderated workshop given to managers at the China Productivity Center in Taiwan, October 2005

“Managing emerging technologies”, moderated two-day workshop for DBAs at Tongji University in Shanghai, April 2005

“Innovation in emerging countries”, speech given at the UNCTAD United Nations Conference on Trade and Development in Geneva, January 2005

“Emerging competitors from China”, keynote talk given at the OECD in Paris, February 2006

Selection of recent additional speeches and workshops given at

- IRI Industrial Research Institute, November 2005
- WEF World Economic Forum in Beijing, September 2005
- Int’l Forum for Technology Management, September 2005
- Shenyang Summit, September 2005
- McKinsey & Co., September 2005
- Nanjing Trade & Investment Forum, June 2005
- European Industrial Research Management Association EIRMA, April 2005
- INSEAD Singapore, November 2004
- Hamburg Summit, November 2004
- Danish Ministry of Economic Affairs, 2002