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- Expert on global R&D, international business, China strategy, emerging markets, reverse innovation, new product development, technology management, high-tech entrepreneurship, incubation
- Experienced leader of global teams in multi-cultural/lingual settings; lived and worked in the U.S., Europe, Russia, Japan, China, Korea
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Max von Zedtwitz is an **expert in global innovation**, R&D, product development, and corporate entrepreneurship, especially with respect to emerging markets such as China.

Max is a professor of innovation and international management at Kaunas University of Technology, and a visiting lecturer at universities in Europe and China. He runs the **GLORAD Center for Global R&D and Innovation** with offices in Shanghai, Silicon Valley, Heilbronn, Sao Paulo, Kaunas, Moscow, and St. Gallen. He is a former Vice President with PRTM Management Consultants, where he was co-responsible for their global R&D practice and an overall lead for global product development and China innovation projects. Before joining PRTM, he was Managing Director of AsiaCompete Int'l, a business intelligence firm, and a professor at Tsinghua and Beijing University in China, Skoltech in Moscow, and IMD in Switzerland.

Max has led **more than 60 consulting engagements** in R&D, technology and innovation strategy, product development operations, global strategy, productivity improvements, product lifecycle management, organizational road-mapping and design, corporate incubation, start-up management, China business and corporate M&A. He has worked and lived in all major markets, including Europe, the U.S., China, Russia, Korea, and Japan, and with MNCs as well as SMEs and startups. The format of engagement is typically interventionist at a senior management level, accompanying corporate strategy making and execution.

Max is a **frequent speaker and executive educator** on global innovation and China. His most recent book is “Responsible Product Innovation”, published by Springer in 2018. Max has written 17 books and more than 100 scientific articles, winning prizes for academic excellence and practitioner orientation in journals such as *JPIM* and *R&D Management*. He also is on the editorial advisory board of nine journals, including the highly ranked *Global Strategy Journal*, *Technovation*, and *R&D Management*. His most recent top publication was on China innovation in the *MIT Sloan Management Review* in 2018. He has been quoted in periodicals such as the *Economist*, *China Daily* and the *New York Times*. In 2009, he was recognized as one of the 50 most influential innovation scholars worldwide.

Max holds Ph.D. and MBA degrees from the University of St. Gallen, and a M.Sc. in Computer Science from ETH Zurich. He attended Harvard University as a post-doctoral fellow.