



Max von Zedtwitz, Ph.D.

- Advises CXOs on China strategy and global R&D and innovation
- Expert on new product development, technology management, R&D, incubation, innovation, China business
- Experienced leader of global teams in multi-cultural/lingual settings; lived and worked in US, Europe, Japan, China
- Professional background in executive education, consulting, engineering, R&D, software development, start-up management, incubation

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Max von Zedtwitz is an expert in the area of global R&D management and doing business and innovation in China.

A visiting professor at universities in China and Europe, he is based in Shanghai where he runs a think-tank on “Global R&D and Reverse Innovation”. He is a former Vice President with PRTM Management Consultants, where he was co-responsible for their global R&D practice and overall lead for global innovation and China R&D projects. Before joining PRTM, he was Managing Director of AsiaCompete Int’l, a China business intelligence firm, and held full-time professor appointments at Tsinghua University in Beijing and IMD in Switzerland, one of the world’s leading schools for executive education.

Max has led more than sixty consulting engagements in R&D, technology and innovation strategy, product development operations, productivity improvements, product lifecycle management, organizational road-mapping and design, corporate incubation, start-up management, China business and corporate M&A. He has also worked in all major markets, including Europe, the US, China, and Japan, for firms such as Nestle, Deutsche Telekom, Siemens; PepsiCo, Johnson & Johnson, Alcan; LGE, NTT, Li-Ning and GoodBaby. He maintains a network of more than two thousand executives from the technology-intensive Fortune-500 to tap into the latest developments of global innovation.

Max is frequently recognized as one of the leading experts on global innovation and China R&D. He has been quoted in periodicals such as the Economist and the New York Times, and is a keynote speaker at executive conferences and business schools around the world. He has also written several business books and scientific articles, many of which have been used as benchmarks for management practice or as guides into new areas of scientific research.

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