DR. ALEXANDER PHILIPP OSTERWALDER

Dr. Alexander (Alex) Osterwalder is the founder and CEO of Strategyzer and a visiting professor at IMD Business School. He is ranked among the top 10 of the leading 50 management thinkers worldwide. Osterwalder is best known for inventing the Business Model Canvas with Yves Pigneur. He has also written five global bestsellers and one business comic for kids. Strategyzer, his company, helps leading organizations around the world to innovate and transform.

EXPERIENCE

Strategyzer AG - Préverenges/Switzerland — *Founder & CEO*

2010 - PRESENT; https://strategyzer.com

Osterwalder, Strategy Facilitation - Lonay/Switzerland — *Speaker, Author, Advisor*

2008 - PRESENT; https://alexosterwalder.com Il tuo testo qui 1

ACADEMICS

IMD Business School
Visiting professor

2022 - PRESENT

University of Lausanne (UNIL/HEC) - Switzerland
PhD in Management Information Systems

2004

University of Lausanne (UNIL/HEC) - Switzerland
Masters in Business Information Systems

2000

University of Lausanne (UNIL/SSP) - Switzerland
Degree in Political Science

1999

PUBLICATIONS

High-Impact Tools for Teams

Leadership, alignment, psychological safety, organizational culture

Wiley, 2021

The Invincible Company

Leadership, strategy, growth, innovation, business model innovation, ambidexterity, culture

Wiley, 2020

Biz4Kids - A Business Model Comic for Kids

A funny and exciting story that also conveys the fundamentals of business and entrepreneurship.

Self-published, 2020

Testing Business Ideas

Growth, innovation, innovation culture

Wiley, 2019

Value Proposition Design

Customer-centricity, growth, innovation

Wiley, 2014

Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers

Strategy, growth, innovation, business model innovation, design thinking

Wiley, 2010

AWARDS

Theory-to-Practice Strategy Award

2023

Impact Award of the Association of Information Systems

2022

Thinkers50 Strategy Award

2015

European Union's Inaugural Innovation Luminary Award

2013

Entrepreneurial Thought Leaders, Stanford Universitv

2012

Porphyrogenis Award

2004

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