

# Lisa Duke

Rue Beau-Séjour 28, 1003 Lausanne, Switzerland

M: +41 78 615 6807 / lisa@lsduke.com lisa.s.duke@gmail.com / British, Swiss citizenship

## EXECUTIVE SUMMARY

I work with leading faculty to create teaching materials and support their research needs, writing case studies, articles and book chapters

## EDUCATION

Doctorate in Business Administration	SDA Bocconi	2018 – 2021
MSc Organizational Psychology (Merit)	University of London, Birkbeck	2014 - 2016
Professional Certificate in Coaching (distinction)	Henley Business School	2013
MBA (General Management)	London Business School	1993 – 1995
BSc (1 <sup>st</sup> Class Hons) Computing & Management	The City University, London	1989 – 1992

## LIST OF PUBLICATIONS:

### Selection of Case Study/Mini Case Study Authoring (from 2009 onwards) –

- *Haier: From White Goods to Ecosystems* (title TBC) – Prof Michael Jacobides (LBS) 2019 ontoing
- *IABM: When Purpose Leads to Profits* (title TBC) – Prof Randall Peterson (LBS) 2019 ongoing
- *ABN Amro: When Radical Agile Culture Change Results in Major Transformation Case* (title TBC) - Prof Michael Wade ((MD) 2019 ongoing
- *Barry Callebaut: When Finance Becomes Sustainable Case & Teaching Note* – Prof Lucie Teplar (INSEAD) 2019 ongoing
- *The Fairphone 3: Radical Sustainable Success or the End of Fairphone?* Case & Teaching Note – Prof Craig Smith (INSEAD) 2019 ongoing
- *ObEN PAI: Building a World of Personal Artificial Intelligence Case & Teaching Note* – Prof Peter Zemsky (INSEAD) 2019 ongoing
- *Ram Papatla: Driving AI Solutions at Flipkart Case & Teaching Note* – Prof Noah Askin (INSEAD) 2019 ongoing
- *Rabobank: Building Digital Agility at Scale Case & Teaching Note* – Prof Michael Wade ((MD) 2019 forthcoming
- *Jan Van Hasenbroek: A ‘Red-Pencil’ Leader at a Crossroads (A&B) Case* – Profs Susan Goldsworthy & Kamran Kashani (IMD) 2019
- *Barry Callebaut Forever Chocolate: Fighting for a Future with Chocolate Case & Teaching Note* - Prof Craig Smith (INSEAD) 2019
- *Digital Transformation at GE: Shifting Minds for Agility Case & Teaching Note* – Prof Stéphane Girod (IMD) 2019
- *NVIDIA: Winning the Deep-Learning Leadership Battle Case* – Prof Michael Watkins (IMD) 2019
- *Barry Callebaut: Forever Chocolate – to follow the Chair? Compact cases A&B Case & Teaching Note* – Prof Craig Smith (INSEAD) 2018
- *Millennials: Bow & Arrow’s Secret Weapon Case* – Prof Richard Jolly (LBS) 2018
- *Building Uber’s Product: The human challenge of product management Case & Teaching Note* – Prof Noah Askin (INSEAD) 2018
- *Kuoni – Missing the Digital Boat Case & Teaching Note* – Prof Joerg Niessing (INSEAD) 2018
- *Enhancing innovation through organizational learning and empathy culture: Microsoft under CEO Satya Nadella Case & Teaching Note* – Prof Quy Huy (INSEAD) 2018
- *Back from the Brink: the Turnaround of Fujitsu EMEA’s Product Business* – Prof Richard Jolly (LBS) 2018
- *Teaching Note – ING* – Prof Stéphane Girod (IMD) 2017
- *Training Nurses Using Virtual Reality, Smart Weeding – Taking the hard work out of agriculture, Facebook & Suicide Posts (Transform Tech Program mini-cases) Profs Bettina Buchel & Jim Pulcrano* (IMD) 2017
- *Blancride: a perfect carpool match A&B* – Profs Keyvan Vakili & Yiorgus Mylonadis (LBS) 2017
- *Nekso: A lifeline for taxi companies* - Profs Keyvan Vakili & Yiorgus Mylonadis (LBS) 2017
- *To Start-Up or Not to Start-Up: Polly Jackson A&B* – Prof Isabel Fernandez-Mateo (LBS) 2017
- *Battle for the Skies: Low Cost vs Traditional Airlines* – Prof Nuno Fernandes (IMD) 2017

- *Kalmar* – Prof Goutam Challagalla (IMD) 2017
- *Digital Journeys* – Prof Charlie Galunic (INSEAD) 2017
- *UBS Leadership Case* (in company program use only) – Prof Misiek Piskorski (IMD) 2017
- *The Syqe Dilemma* – Profs Aharon Cohen-Mohliver & Keyvan Vakili (LBS) 2017
- *Haidilao: Creating and sustaining an emotional culture for high performance* – Prof Quy Huy (INSEAD) 2017
- *Tag Heuer: The Connected Watch (A) & (B)* – Profs Costas Markides (LBS) & Daniel Oyon (HEC UNIL) 2017
- *Nestlé Purina: the Global Website Challenge (A) & (B)* – Prof Carlos Cordon (IMD) 2016
- *&Samhoud: Future Choice* – Prof Tom Malnight (IMD) 2016
- *Xerox Transportation Solutions: Facing a New Future* – Prof James Henderson (IMD) 2016
- *Discovering Hands (A) & (B)* – Prof Costas Markides (LBS) 2016
- *Three case summaries* – Prof Kamran Kashani (IMD) 2016
- *Teaching Notes – IKEA (how its strategy was formed & A furniture dealer), BP, UBS* – (INSEAD) 2016
- *Teaching Note Paul McGinley* – (LBS) 2016
- *Teaching Note National Air* – Prof Javier Gimeno (INSEAD) 2016
- *Stress & the City Teaching Note* – Jean-Francois Manzoni (INSEAD) 2016
- *Alcatel, Lucent... Nokia: On the Road from 3 to 1* – Profs Charlie Galunic & Javier Gimeno (INSEAD) 2015
- *David Pyott, CEO Allergan: The Battle of a Lifetime* – The Leadership Institute London Business School (2015) – David Pyott went on to donate £10 million to LBS as a gift subsequent to the case being written
- *Paul McGinley: Leading a Multinational Team of Individuals* – The Leadership Institute London Business School (2015)
- *KBC: Back from the Brink* - Profs Costas Markides (LBS) & Daniel Oyon (HEC UNIL) 2015
- *UEFA: The Challenge of the Digital Age* – Profs Costas Markides (LBS) & Daniel Oyon (HEC UNIL) 2015
- *Xerox: From Products to Services* - Prof John Walsh (IMD) 2015
- *Enspiral* – Prof Michael Yaziji (2015)
- *Catalan Cooperative Integral* – Prof Michael Yaziji (2015)
- *Lufthansa: Confronting the Unthinkable (A&B)* – Prof Michael Watkins (IMD) - 2015
- *The Miracle Balm of Gilead (A&B)* – Prof Michael Yaziji (IMD) - 2015
- *No Flowers for Valentines, FloraHolland (A&B)* – Prof Michael Watkins (IMD) - 2015
- *North Shore Academy (A,B&C)* – Future Leaders Trust 2014
- *Roche & Herceptin (A&B)* – Prof Michael Yaziji 2014
- *Lost for Words – Newspapers' Digital Future* – Prof John Walsh (IMD) 2014
- *Building Entrepreneurs at Odebrecht* – Prof Michael Watkins (IMD) 2014
- *Driving Growth at Especies Hispania Inc (A,B&C)* – Prof Michael Watkins (IMD) 2014
- *Honeymoon Interrupted: Mary Barra, CEO, GM (A&B)* – Prof Michael Watkins (IMD) 2014
- *Eden McCallum* – Prof Freek Vermeulen (LBS) 2014
- *Nayamed (A&B)* – Prof Costas Markides (LBS) & Prof Daniel Oyon (HEC Lausanne) 2014
- *Longfor: Organising for Innovation in an Emerging Market* – Prof Quy Huy (INSEAD) 2014
- *Achieving the Holy Grail: Same Day Delivery* – Prof Stewart Black & Prof Michael Watkins (IMD) 2013
- *Amazon.com: Staying a Step Ahead* – Prof Julian Birkinshaw (LBS) 2013
- *The Transformation of National Air Traffic Services* – Prof Maury Peiperl (IMD) 2013
- *The BabaSling Case* – Prof Suzanne Dejanusz (IMD) 2013
- *E-Cigarettes: disruptive innovation?* – Prof John Walsh (IMD) 2013
- *Oticon B & C cases* – Prof Freek Vermeulen (LBS) 2013
- *Swatch* – Prof Freek Vermeulen (LBS) 2013
- *McKinsey & Co* – Prof Freek Vermeulen (LBS) 2013
- *Series of case studies highlighting employee engagement as a driver of innovation* – Prof Julian Birkinshaw (LBS) 2012 (Engage4Success - UK Independent Taskforce)
- *Asustek A, B & C* – Teaching Note – Prof Howard Yu (IMD) 2012
- *Riding the Rollercoaster of Entrepreneurship* – Prof Suzanne Dejanusz (IMD) 2012
- *The Rise & Fall of Nokia* – Prof Julian Birkinshaw (LBS) 2011
- *Suite of leadership/strategy cases* - Profs Quy Huy & Michael Jarrett (INSEAD) 2010/2011. 1. *Managing Public Opinion in a Crisis: BP CEO Tony Hayward*. 2. *Symbol & emotion management in strategy execution: Merger of Arcelor & Mittal*; 3. *Strategy execution in 2 countries – Switzerland & USA: The Rise & Fall of UBS Under Marcel Ospel*; 4. *Portrait of an emotional leader: Steve Jobs, Redefining Apple*; 5. *IKEA: A Furniture Dealer (A), How Ikea's Strategy was Formed (B)*
- *Foxconn & Blood iPhones?* – Prof Rosa Chun (IMD) 2011
- *Holcim* – Prof Michael Yaziji (IMD) 2011

- *M-PESA & Nick Hughes* – Prof Rajesh Chandy (LBS) 2010
- *Circle Health 2010* - Prof Costas Markides (LBS) 2010
- *The PC Industry* - Prof Julian Birkinshaw (LBS) 2009

### **Books/Chapters/Pamphlets –**

- Impact Marketing – Prof Stefan Michel (IMD) 2019
- Disruption book chapter – Profs Tom Malnight & Howard Yu (IMD) 2016
- Governance in Sport – AiSTS 2016 - Editing
- The Legacy of the Olympics – AiSTS 2016 - Editing
- A History of J Safra Sarasin (book) - 2016
- FIAS Sustainability – FIAS 2016 - Editing
- Football: Collected Insights from the Field – AiSTS 2014 - Editing
- Leadership – What CEOs Really Do (working title tbc) – Prof Preston Bottger (IMD) 2014
- Conflict Resolution for Leaders – Prof Suzanne Dejanusz (IMD) 2013
- CXO & Leadership Domain book (working title tbc) – Prof Preston Bottger (IMD) 2013
- Sustainability & the Triple Bottom Line - Prof Bala Chakravarthy, (IMD) 2012
- Negotiation & Dispute Resolution - Prof Suzanne Dejanusz (IMD) 2012
- Strategy & Change Management Workbook - Prof Bettina Büchel (IMD) 2011

### **Research/Articles –**

- *Global Signal Cards* (trends and future shifts for classroom & group discussion) – IMD 2017 & 2018
- Data gathering for IMD Board Centre 2017
- *EYOP Purposeful Organisations* - Oxford Saïd Research Project with EY
- *“Mood Swings – Management Lessons in What Makes Customers Say Yes!”* - Oxford Saïd Executive Briefing, November 2013
- *“10 Management Lessons: Major Project Management”* – Oxford Saïd Executive Briefing, July 2013
- *“Time Out: Innovation takes time & space”* – Business Strategy Review (Edition: May 2013) with Prof Julian Birkinshaw (LBS)
- *“Rethinking Job Titles at Novant Health and Make-a-Wish Foundation”* – Executive Briefing – Prof Dan Cable (LBS) 2013
- Showcasing academic & management practice governance research for the CEO Roundtable (60+ CEOs from global firms) – Prof Didier Cossin (IMD) 2011
- Customer Insights paper – Prof Kamran Kashani (IMD) & Prof Dominique Turpin (IMD) 2011
- Moses: Leadership in Jewish Wisdom (EABIS conference) – Prof Shlomo Ben Hur (IMD) 2011
- Monthly article showcasing Partnership Programmes (IMD) 2011
- Nilfisk Advance – creating and analysing a values survey and subsequent on-programme client presentation – Prof Bettina Büchel (IMD) 2011
- Research for Innovation diffusion project - Prof Julian Birkinshaw (LBS) 2010/2011
- Perils of Customer Focus (draft article) - Prof Nader Tavassoli (LBS) 2010
- Innovation (seminar & article) - Prof Julian Birkinshaw (LBS) and Prof Cyril Bouquet (IMD) 2009
- Identifying success factors in top CEO/Senior Management Talent across Europe - Prof Saul Estrin (now LSE) and Prof Maury Peiperl (now IMD) 1997