

“Every organization needs an approach to systematically rejuvenate its **business model. What is yours?”**



Profile

Alexander Osterwalder is a sought-after author, speaker, workshop facilitator and adviser on the topic of business model design and innovation. He has established himself as a global thought leader in this area, based on a systematic and practical methodology to achieve business model innovation. Executives and entrepreneurs all over the world apply Dr. Osterwalder's approach to strengthen their business model and achieve a competitive advantage through business model innovation. Organizations that use his approach include 3M, Ericsson, IBM, Telenor, Capgemini, Deloitte, Logica, Public Works and Government Services Canada, and many more.

Besides his speaking engagements, Dr. Osterwalder focuses on executive training in the domain of business model development and innovation. Previously, he helped build and sell Arvetica, a Geneva-based consulting boutique advising private banking and wealth management executives. Throughout his career he has worked for various industries, including the technology, media, telecom and retail sectors.

Speaking and Workshop Topics

Dr. Osterwalder has speaking, workshop and consulting engagements with clients all over the world – spanning all continents and over 20 countries. He regularly performs as keynote speaker at international conferences. His engagements cover a variety of topics related to business models and business model innovation:

- Competitive Advantage Through Business Model Innovation
- Aligning Business Model Innovation and Information Technology
- From Business Model to Business Plan
- Private Banking Business Models - discover, understand, define
- Business Models in the Media Industry
- Business Models at the Bottom of the Pyramid
- Social Entrepreneurship Business models
- Design Thinking in Business

Selected Talks 2008/2009

- Keynote talk at Buch Digitale '09, Berlin, Germany
- Keynote talk at Innovate to Compete, Waterford, Ireland
- Keynote talk at 2009 Business Model Day of Dutch National Heritage Network, Delft, Netherlands
- Special invitation lecture at UC Berkeley, Haas Business School, Berkeley, U.S.A.
- Special lecture series, Innovation Institute, Imperial College, London, U.K.
- Keynote at 2008 ann. conference the European Network of National Innovation Agencies (TAFTIE), Dublin, Ireland
- Keynote talk at 2008 East African Business Summit, Kampala, Uganda
- Keynote talk for innovation series of INI, Invest Northern Ireland, Belfast, Northern Ireland

Testimonials

"Alex's business model framework has proved exceptionally applicable in my investment work of recent years. I have used it to analyse and help build business models in industries varying from media and finance to construction and politics. I can wholeheartedly recommend his work."

Gert Steens, President and Investment Analyst, Oblonski BV, Netherlands

"Alexander's work in applying business models is true thought leadership. He has replaced this poorly defined yet widely discussed concept with a sharply defined framework and tools for executives to use in understanding and improving their businesses - a genuinely useful contribution to business leaders in every industry."

Richard Hunter, GVP and Gartner Fellow at Gartner, Inc., USA

"Alex can help you to change your point of view."

Hans Suter, Partner, STZ Advertising Agency, Italy

"I had the privilege of attending Alex's workshop in New York and found the experience very helpful in progressing with my knowledge of business modeling using the canvas. Thanks Alex!"

Norbert Herman, Senior Business and IT Strategy Consultant, IBM, USA

"His workshop was fabulous. It was just not theory, but an action oriented plan to approach Business Model innovation. That is what sets Alex from others. While others can talk about what should be and what should not be, Alex provides a toolkit which can be used."

Hridaysh Deshpande, Director Elephantiversity Institute of Innovation, India

"Alex has the potential to become a worldwide guru on business modeling."

Thomas Beerepoot, Managing Director, Bolster, Netherlands