BIOGRAPHY

Renee Mauborgne is The INSEAD Distinguished Fellow and a professor of strategy at INSEAD, one of the world's top business schools. She is also Co-Director of the INSEAD Blue Ocean Strategy Institute.

Renee Mauborgne along with her colleague Chan Kim were named the #1 Management Thinkers in the world by Thinkers50 in 2019. She is the first woman ever to secure the top spot as the World’s Most Influential Management Thinker. Renee Mauborgne was named among the world’s top 5 best business school professors by MBA Rankings. She has received numerous academic and management awards including the Nobels Colloquia Prize for Leadership on Business and Economic Thinking, the Carl S. Sloane Award by the Association of Management Consulting Firms, the Leadership Hall of Fame by Fast Company, the Thinkers50 Strategy Award for the best business book of the last decade, the Eldridge Haynes Prize awarded by the Academy of International Business and the Eldridge Haynes Memorial Trust of Business International, for the best original paper in the field of international business, and the Theory-to-Practice Strategy Award by the Vienna University of Economics and Business and the Vienna Strategy Forum, among others. The Observer called Mauborgne, “the next big guru to hit the business world.”

Mauborgne served on President Barack Obama’s Board of Advisors on Historically Black Colleges and Universities (HBCUs) for the President’s two terms. She is also a Fellow of the World Economic Forum at Davos.


Mauborgne is the co-author of the over 4 million copy global bestseller *Blue Ocean Strategy* (Harvard Business Review Press) and the indispensable follow-up, *Blue Ocean Shift* (Hachette Books, September 2017). Blue Ocean Strategy is recognized as one of the most iconic and impactful strategy books ever written. It is being published in a record-breaking 46 languages and is a bestseller across five continents, hitting over 500 bestseller and recommended lists across the globe. The Financial Times called it “one of the best-selling business books of the century” and The Economist called it “the most successful book on business master-planning”. Blue Ocean Strategy is selected as one of the 40 most influential books in the History of the People’s Republic of China (1949-2009) along with Adam Smith’s The Wealth of Nations and Milton Friedman’s Free to Choose. Click here for a snapshot of a few of the recommended lists and major book awards Blue Ocean Strategy has won around the world.

Her follow-up book Blue Ocean Shift is a New York Times and #1 Wall Street Journal Bestseller. It is also an USA Today Bestseller, Los Angeles Times Bestseller, and an International Bestseller. Amazon selected Blue Ocean Shift as a “Best Business and Leadership Books of 2017.” Blue Ocean Shift is also the winner of “The Best Leadership and Strategy Book of 2017” by 800-CEO-READ and the #1 business book of 2017 by Library Journal. Apple iBooks called it “one of the biggest books of the year.” Blue Ocean Shift is already being published in 30 languages. To date, Blue Ocean Strategy and Blue Ocean Shift teaching materials have been adopted by over 2800 universities in over 100 countries across the globe.

Mauborgne co-founded the Blue Ocean Global Network (BOGN), a global community of practice on the Blue Ocean family of concepts that she created. BOGN embraces academics, consultants, executives, and government officers.

### RESEARCH AREAS
- Disciplinary Research: Reconstructionist Theory, Procedural Justice, General Research: Strategy, Management and Innovation in the Knowledge Economy

### TEACHING AREAS
- Strategy and Management for MBAs and Executives