



STRATEGY

## L. FELIPE MONTEIRO

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[Personal Website](#) [CV](#)

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### BIOGRAPHY

During four consecutive years (2014-2017), Professor Monteiro received the INSEAD Deans' Commendation for Excellence in MBA Teaching. Before joining INSEAD, he was a standing faculty member at The Wharton School, University of Pennsylvania where, during four consecutive years (2009-2012), he received the "Goes Above and Beyond the Call of Duty" Teaching Award for his outstanding contributions and commitment to educational excellence in the MBA core curriculum. In 2011, he also received the Wharton Undergraduate Excellence in Teaching Award. Prior to that, Professor Monteiro was a Fellow, and an award-winning teacher, at the London School of Economics and Political Science (LSE). He has also worked as a Senior Researcher at the Harvard Business School's Latin American Research and as an Adjunct Professor at IBMEC Business School in Rio de Janeiro, Brazil, where he won seven teaching awards between 1998 and 2002. Prior to joining academia, Felipe was a Senior Analyst at Banco do Brasil acting as an advisor to foreign companies investing in Brazil.

At INSEAD, Professor Monteiro is the Academic Director of the Global Talent Competitiveness Index (GTCl). He is also the Director of the PGA-Programa de Gestao Avancada (an Advanced Management Program in partnership with FDC-Brazil) for Brazilian CEOs, owners and top executives. He is also a Senior Fellow of the Mack Institute for Innovation Management at the Wharton School.

His research, which was published in top journals (*Organization Science*, *Strategic Management Journal*, *Research Policy*, *Journal of International Business Studies*, among others), focuses on global open innovation and on knowledge processes within multinational corporations (MNCs), in particular, on how MNCs access external knowledge across organizational and geographic boundaries. Professor Monteiro was a member of the Samsung Advanced Institute of Technology's CORE Global Expert network, a small group of leading academics advising Samsung in the area of global innovation management, from 2009 to 2011. He was also a member of the World Economic Forum (WEF) Advisory Group on "The Emerging Best Practices of Brazilian Globalizers".

Professor Monteiro consults and gives talks for companies and governments worldwide. He has worked with leading organizations including Banco do Brasil, the Brazilian Confederation of Industries (CNI), British Telecom, DSM, EBX Group, Embraer, Emirates Airline, Gerdau, Grupo Elektra, Haier, IBM, Merck, Microsoft,

Related Group, Royal Bank of Scotland, Samsung, Stefanini, TAG Heuer, Telefonica, WEF, and YPO (Young Presidents' Organization). He has taught, written cases and/or done research in Argentina, Bolivia, Brazil, China, Colombia, England, France, Mexico, Scotland, Singapore, Switzerland, United Arab Emirates and the United States.

Professor Monteiro obtained his Ph.D. in Strategic and International Management at the London Business School. He also has a LL.B. (JD equivalent) degree, cum laude, from the Federal University of Rio de Janeiro, a M.Sc. in Business Administration from COPPEAD/UFRJ, Brazil and a MRes in Business Studies from London Business School

His [personal webpage](#) and his [Linkedin page](#)

## RESEARCH AREAS

Global Knowledge Management, Global Technology Scouting, Emerging Markets

## TEACHING AREAS

Global Strategy, Managing in Emerging Markets, Global Open Innovation, Doing Business in Brazil

## PUBLICATIONS

- [Embraer \(A\): A Brazilian Global Innovator](#)
- [Fashion Forward Dubai \(FFWD\): Digitally Transforming the Fashion Industry?](#)
- [Doing Business in Brazil after Operation Car Wash](#)
- [BT Group: Managing Global Open Innovation](#)
- [Digital Transformation in Latin America: A Leapfrogging Opportunity?](#)
- [Stefanini and the Digital Revolution: Transforming and Being Transformed \(Portuguese\)](#)
- [Stefanini and the Digital Revolution: Transforming and Being Transformed](#)
- [EBX: The Rise and Fall of a Billionaire - Eike Batista](#)
- [The TAG Heuer Carrera Connected Watch \(B\): Swiss Avant-Garde for the Digital Age](#)
- [The TAG Heuer Carrera Connected Watch \(A\): Swiss Avant-Garde for the Digital Age](#)
- [Standard vs. Partnership-Embedded Licensing: Attention and the Relationship between Licensing and Product Innovations](#)
- [How Does Performance Feedback Affect Boundary Spanning in Multinational Corporations? Insights from Technology Scouts](#)
- [Ready to be Open? Explaining the Firm-Level Barriers to Benefiting from Openness to External Knowledge](#)
- [The External Knowledge Sourcing Process in Multinational Corporations](#)
- [Selective Attention and the Initiation of the Global Knowledge Sourcing Process in Multinational Corporations](#)
- [Standard vs. Partnership-Embedded Licensing: Attention and the Relationship between Licensing and Product Innovations](#)

## CASE WEBSITES

- Fashion Forward Dubai (FFWD): Digitally Transforming the Fashion Industry?
- EBX Group (A, B & Condensed Version)
- Doing Business in Brazil after Operation Car Wash
- The Tag Heuer Carrera Connected Watch: Swiss Avant-Garde for the Digital Age
- BT Group: Managing Global Open Innovation