




Annet Aris

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Annet Aris is Senior Affiliate Professor of Strategy at INSEAD. She joined INSEAD in 2003, her focus is on Digital transformation and disruption and its impact on society, industries and companies. She was nominated in 2010 and 2011 for the best teacher award by the MBA students and received the Dean's certificate for teaching excellence in the MBA programme in 2019, 2020 and 2021.

Annet has also extensive experience as a non-executive board member of a variety of publicly listed companies across Europe. Currently she serves at the boards of Rabobank Group (banking), Randstad NV (HR services), ASML NV (lithography systems for semi-conductor production) and Jungheinrich AG (intralogistics). Annet ranks in the top 5 most influential corporate directors in The Netherlands.

Annet is a Dutch native and received a MSc. from the University of Wageningen in 1984. After acceptance in McKinsey's European INSEAD Fellow program, she completed her MBA with distinction in Fontainebleau in 1986. She worked for McKinsey from 1985 until 2003, at first in the Netherlands and in the UK and, since 1990, in Germany. She was elected partner in 1994 and co-led McKinsey's German Media Practice from 1999-2003 working on a wide array of topics.

She is the author of a large number of articles and case studies on digital transformation. Together with Jacques Bughin, she wrote the book *Managing Media Companies, Harnessing Creative Value*. She recently published "Wegwijzer in het digitale doolhof" ("Pathway through the digital labyrinth" in Dutch).

Research Areas

Digital Transformation of Society, Industries and Companies, Corporate Governance

Teaching Areas

Digital transformation and disruption, business unit strategy, corporate strategy, corporate governance, board remuneration