



## Peter Zemsky

Professor of Strategy

The Eli Lilly Chaired  
Professor of Strategy and  
Innovation

### Contact

 **Email**

 **+33 1 60 72 43 76**

 **Fontainebleau**

Professor Zemsky is the Eli Lilly Chaired Professor of Strategy and Innovation at INSEAD. He served in the school's leadership team from 2010 to 2023 including a decade as Deputy Dean and Dean of Innovation. He brings deep, multifaceted expertise in innovation strategy to his activities as an educator, researcher, and institutional leader. He is particularly passionate about business strategy in the face of disruption including how to drive business value from advances in digital and AI technologies.

Professor Zemsky directs/teaches Strategy in the Age of Digital Disruption, Business Strategy and Financial Performance and the Chief Strategy Officer (CSO) Programme.

As Dean of Innovation from 2013 to 2023, he led the development of a wide range of EdTech innovation including immersive VR cases and the INSEAD Learning Hub app, as well as the development of large scale customized online courses for leading companies including Accenture, Microsoft and Schneider Electric. These courses have been recognized with gold medals by the Chief Learning Officer's Learning in Practice Awards for "Excellence in Blended Technology" and "Excellence in Academic Partnerships", by Brandon Hall for "Best Results of a Learning Program" and "Best Unique or Innovative L&D Program" and by EFMD for "Excellence in Professional Development".

He oversaw the school's physical entry into North America through the design and execution of its distinctive San Francisco Hub for Business Innovation. He was also oversaw the school's activities on its Middle East Campus in Abu Dhabi.

During his over 13 years in INSEAD leadership, he has led all major departments of the school including the flagship MBA program, executive education, fundraising, faculty & research and IT, as well as serving as Acting Dean. He oversaw the Advancement department during its successful €300 million Business as a Force for Good capital campaign. He was the first Dean of Degree Programmes and created the integrated department structure.

Professor Zemsky is a pioneer in the value-based approach to strategy analysis that characterizes firm performance in terms of value creation and value capture. His research develops rigorous mathematical treatments of fundamental strategy phenomena such as the timing of innovation strategies, the choice of competitive positions, and the nature of disruptive technologies. His doctoral students have been recognized three times for having the best dissertation in strategy by the Academy of Management and have been hired by leading business schools including HEC, NYU and Wharton.

Professor Zemsky is a frequent speaker and moderator on technology and innovation strategy. He is a Board Member at the public company Clairvest (TSX: CVG), a top performing mid-market private equity management firm.

He was recognized as the outstanding graduating economics major at the University of Pennsylvania and then pursued his doctoral studies at the Stanford Graduate School of Business, where he was supported by a prestigious National Science Foundation fellowship.

## **Research Areas**

Value-Based Strategy, Formal Foundations of Strategy, Industrial Organisation, Competitive Strategy

## **Teaching Areas**

Competitive Strategy, Blue Ocean Strategy, Industry Evolution

## **Industry Sectors**

Information Technology, Leisure, Entertainment & Hotels, Media & Photography, Retailing