



## Seán Meehan

Seán Meehan is the Martin Hilti Professor of Marketing & Change Management and the Dean of the MBA program at IMD. Since joining IMD in 1997, he has designed and delivered a number of management development programs, including IMD's flagship program Orchestrating Winning Performance and IMD's most Senior Leadership Program Breakthrough Program for Senior Executives. In addition, Seán has served on many of IMD's institutional committees and was Dean of External Relations from 2008 to 2010, and is currently a Board member of CEEMAN.

He commenced his career with Arthur Andersen in Oil & Gas, Media, Retail and Financial Services. Prior to undertaking doctoral studies at London Business School, he was director of Marketing at Deloitte.

He has published extensively and received many awards for his research including the Marketing Science Institute's Alden G. Clayton award, The Academy of Marketing's Houghton Mifflin award, the CEEMAN Research Champion award and scholarships from the Economic & Social Research Council and London Business School. He is co-author of *Simply Better: Winning and Keeping Customers by Delivering What Matters Most* (Harvard Business School Press, 2005) which was named "Marketing Book of the Year" by the American Marketing association and *Beyond the Familiar: Long Term Growth Through Customer Focus and Innovation* (Jossey Bass, 2011).