



Seán Meehan

Seán Meehan is the Martin Hilti Professor of Marketing & Change Management and the Dean of the MBA program. He joined IMD in 1997 and since then he has designed and delivered management development programs for companies such as Agricultural Bank of China, Air France-KLM, Caterpillar, COFRA, Geberit, Hilti, Julius Baer, Lindt & Sprüngli, MasterCard International, Mitsubishi Chemical Holdings, PWC, Sandvik, Schindler, Swiss Re, Telefonica, Toyota and Vodafone. He has consulted with many leading companies such as GE, Novartis, Philips, Coloplast, and Masterfood. Seán has directed IMD's Chief Marketing Officer Roundtable, IMD's flagship program Orchestrating Winning Performance, IMD's most Senior Leadership Program Breakthrough Program for Senior Executives and the IMD MBA (2002-2005). In addition, Seán has served on many of IMD's institutional committees and was Dean of External Relations from 2008 to 2010. 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.

His research interests encompass the nature and effectiveness of customer orientation and customer value creation processes. In addition to developing case materials on Customer Focus issues, he has published in *Harvard Business Review*, *MIT Sloan Management Review*, *Business Strategy Review*, *strategy+business*, *Marketing Research*, *Marketing Science Institute Reports*, the *Financial Times* and the *Wall Street Journal*. He has 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, *Beyond the Familiar: Long Term Growth Through Customer Focus and Innovation* (Jossey Bass, 2011) and *The Customer Copernicus – How to be Customer-Led* (Routledge 2021).