



Derek F. Abell

Professor Derek F. Abell is President of ESMT Berlin and Professor of Marketing and Strategy at IMD Lausanne, Switzerland. He is also Professor of Technology and Management at the two Swiss Federal Institutes of Technology: ETH in Zurich and EPFL in Lausanne. He joined IMD (then IMEDE) as Dean in 1981. Prior to that he spent twelve years as a Professor at Harvard Business School. He also served as a member of the faculty at INSEAD for two years.

Professor Abell is a Consultant in the field of Strategic Planning to governments in Eastern and Central Europe, as well as to many multinational corporations. In addition, he has developed and teaches numerous executive seminars for large and small companies. He wrote several books, among them *Managing with Dual Strategies - Mastering the Present: Preempting the Future*, published by Free Press. He is President of the Academic Board, member of the Supervisory Board of the IEDC – Bled School of Management, Slovenia and CEEMAN Board member.