



Seán Meehan

Seán Meehan is the Martin Hilti Professor of Marketing and Change Management at IMD, Lausanne, Switzerland. He joined IMD in 1997 and since then he has designed and delivered management development programs for companies such as Geberit, Air France-KLM, Caterpillar, COFRA, Hilti, MasterCard International, PWC, Sandvik, Schindler, Swiss Re, Telefonica, Toyota and Vodafone. He has consulted with many leading companies such as GE, Novartis, Philips, Coloplast, and Masterfood. All in all Seán has directed over 120 custom programs for IMD. Seán has directed IMD's Chief Marketing Officer Roundtable, IMD's MBA program when it was ranked number one worldwide and IMD's flagship program Orchestrating Winning performance. He is incoming program director for our most Senior Leadership Program: Breakthrough Program for Senior Executives. He 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 & Co. serving clients in Oil and Gas, Media, Retail and Financial Services. He is a Certified Public Accountant (Mass). 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 market orientation and customer value creation processes. In addition to developing case materials on Customer Focus issues, he has published his work in, among others, 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. His most recent book is *Beyond the Familiar: Long Term Growth Through Customer Focus and Innovation* (Jossey Bass, 2011).