



Karin Kollenz-Quétard, PhD
 40, avenue de la Cote Bleue
 F – 13960 Sausset-les-Pins
 Tel.: +33 (0) 683 814 683
 Email: karin.kollenz@gmail.com
 LinkedIn: karinkollenz

SUMMARY

Professor, facilitator, and keynote speaker with focus on the topics of strategy, innovation, change and AI transformation, with international experience in telecommunications (T-Mobile, DT), strategy consulting (Boston Consulting Group, Arthur D. Little), and executive education (EDHEC, LBS, HEC, Duke et al.); passionate about pedagogy; trilingual (English, French and German), with PhD in economics and MBA.

ACADEMIC POSITIONS

- 2020 - today **Harvard Business Publishing, Brighton (MA)/Paris**
 Faculty Advisor and member of the HBP Research Advisory Team
- 2013 - today **EDHEC Business School, Nice/Lille/Paris/Singapore/London**
Professor of Strategy (before September 2016: visiting professor)
Founding member of UNESCO Chair for Foresight, Innovation & Transformation (FIT) and Centre for Net Positive Business
 Developing and teaching Strategy, Innovation, DT & Change courses for ExEd
 Academic advisor of the Pedagogical Innovation Lab and the Global MBA
- 2011 - today **HEC Paris, Qatar & France**
Visiting Professor of Strategy and Innovation
 Supervising Masters' theses and EMBA capstone projects
 Designing and teaching courses in customized programs
- 2010 - today **London Business School, UK**
Invited Professor of Strategy and Innovation
 Customized programs for multiple clients from the telecommunication industry
 Designing and facilitating simulations and courses on Industry Analysis, Business Model Innovation, Strategic Marketing, Customer Insights, and Competition Strategy
- 2010 - 2016 **Aix-Marseille Graduate School of Management – IAE, Aix-en-Provence, France**
Adjunct Professor of Strategy (before 2013: visiting professor)
 Designing and teaching courses in business strategy, strategic marketing & innovation for 2nd year MSc, MBA and EMBA students; Leading accreditation office
- 2004 - 2008 **Johannes Kepler University, Linz, Austria**
Lecturer in International Marketing
 1st year course in Int. Marketing and Export Management of MBA program
- 2002 - 2007 **University of Applied Sciences, Eisenstadt, Austria**
Lecturer in International Management (2004-2007)
Associate Professor of Strategic Management, Faculty of Business Studies (-2003)
 Courses in International Management, Strategic Planning, Project Mgmt., Marketing

OTHER WORK EXPERIENCE

- 2009 - 2018 **TelcoSeminar, Brussels/Sausset-les-Pins/Valencia**
 Executive learning organization for the telecommunication and high-tech industries
Founding Partner and Facilitator
 Develops and holds management development programs in strategy and marketing for ICT companies (e.g. Ericsson, Vodafone, Telenor) and at leading business schools (e.g. LBS, HEC); Intervenes as keynote speaker and guest lecturer (e.g. IMD, MTS, TED)

- 2008 - 2009 **Arthur D. Little, Paris, France**
Global management consulting firm linking strategy, technology and innovation
Principal Manager
Developed 5-year strategy & marketing plan for global terminal-manufacturer
Managed int. online strategy project for pan-European media conglomerate
- 2004 - 2008 **T-Mobile, Vienna/London/Bonn**
Telecommunication company
Vice President Marketing, Strategy & Insights, Vienna (2006-2008)
Lead department of 9 people responsible for marketing strategy, planning of revenues (€2bn.) and budget (€45mio.), competition and customer analysis and analytical CRM;
In charge of brand strategy from segmentation to positioning and communication plan
Marketing project leader for the acquisition & integration of a competitor (PP €1.3 bn.)
- 2000 - 2002 **The Boston Consulting Group, Austria/Germany/Italy**
Global management consulting firm
Strategy Consultant
Developed global acquisition and marketing strategy for European brewery
Lead international brand roll-out of Italian vertical textile brander

EDUCATION

- 1998 - 2000 **Vienna University of Economics and Business Administration, Austria**
PhD in economics; Thesis on Socio-Economic Consequences of the Separatist Movement in Quebec; Scholarship from the Austrian Academy of Sciences
- 1997 - 1998 **Telfer School of Management, University of Ottawa, Ontario, Canada**
Bilingual Master's Program in International Business Administration (MBA)
- 1993 - 1997 **Leopold Franzens University, Innsbruck, Austria**
International Economic and Business Studies (MSc)

SELECTED PUBLICATIONS AND ACADEMIC AWARDS

- 2025 *Sustainable Growth at Aroma-Zone: How to Scale without Compromise*. EDHEC case study. <https://www.thecasecentre.org/products/view?id=210852>
- 2022, 2024, 2025 Prize for pedagogical excellence from EDHEC Business School.
- 2021 Overall Winner of the European Case Centre Award for the *Dollar Shave Club*. Best-selling marketing case until 2025.
- 2020 Featured in *Inspiring Minds: 10 Cases to Teach Online*. Harvard Business Publishing. <https://hbsp.harvard.edu/inspiring-minds/10-business-case-studies-to-teach-online>
- 2018 *Dollar Shave Club*. Harvard / LBS / EDHEC Case study.
- 2017 Telenor: the art of successful leadership in newly emerging markets. *Global Telecoms Business*. January 2017. Available at www.globaltelecomsbusiness.com
- 2016 Learning to live with disruption. *EDHEC Strategy Series*. January 2016. Available at <https://www.edhec.edu/en/edhecvox/learning-live-disruption>
- 2015 IoT Business Model for operators dominate discussion at MWC. *Global Telecoms Business*. March/April 2015. Available at www.globaltelecomsbusiness.com
- 2014 *What's Up with WhatsApp?* Aix Marseille Graduate School of Management Case.
- 2011 - 2013 Regular publications about strategic questions for the telecoms industry in *Global Telecoms Business*. Available at www.globaltelecomsbusiness.com
- 2010 *T-Mobile Austria vs. tele.ring*. Case study. 2010. Available at www.ecch.com

- 2009 ***Reviving the Fixed Line.*** Arthur D. Little Exane Report. 2009.
- 2001 The Effects of the Controversy about Separatism on Quebec's Economy and Society. ***European Perspectives on Canadian Culture and Society.*** (Eds.) Jaap Lintvelt and W.M. Verhoeven. Den Haag. Phoenix Press. 2001. 182-199.
- 2000 ***Historic Roots and Socio-economic Consequences of the Separatist Movement in Quebec.*** Doctoral thesis in socio-economics. Vienna University of Economics and Business Studies. Available at <https://epub.wu.ac.at/1902/1/document.pdf>
- 1998 - 2000 Scholarship for Ph.D. students from the Austrian Academy of Sciences
- 1998, 1995 Award for extraordinary academic achievements, University of Innsbruck, Austria
- 1997 ***What Kind of Training Do Your Expatriates Need? A Theoretical Framework for the Selection of an Appropriate Intercultural Training Program.*** Discussion Paper. University of Ottawa. 1997.

SELECTED KEYNOTES, CONFERENCES & WEBINARS

- 2026 **Harvard Business Publishing, Europe**
Facilitator of Deans' breakfast: What if AI ended thought leadership?
- 2022 - 2025 **EDHEC FIT Chair & EDHEC Centre for Net Positive Business, France**
Regular webinars on hot topics linked to foresight, innovation and transformation
- 2021 **Project Management Institute, France**
Keynote speaker: Leading Digital Transformation: A Strategic Perspective & Practical Experience (webinar)
- Innovation Chapter of EDHEC Alumni Club, France**
Keynote speaker: The Right to Fail, a must-have in an Innovation Culture
- 2020 - today **Harvard Business Publishing, Europe**
Invited Speaker: Pedagogical webinars about Teaching Online, Teaching with Cases and Simulations, Moving from F2F to Online and Blended Teaching
- 2020 **Arthur D. Little & EDHEC Chair for Foresight, Innovation & Transformation**
Host: Preparing Your Business for Recovery
https://www.youtube.com/watch?v=j6_4_BJvnrs
- 2016 **TEDxLiège - Rebellion, Liège, Belgium**
Invited speaker: https://www.youtube.com/watch?v=o9UZa_CUXzQ
- 2015 **MTS Customer Base Management Summit, Moscow, Russia**
Keynote speaker: Going Gaga about the Telco Industry
- 2006 - 2009 **Marcus Evans and Informa Plc., London, UK**
Keynote speaker at Telecoms Branding Forum 2006, 2007 and 2009
- 2008 **Vienna University of Economics and Business Administration, Austria**
Guest lecturer at the Professional MBA Marketing & Sales

LANGUAGE SKILLS AND OTHER ACTIVITIES

Trilingual: English, French, German (native)
Fluent: Spanish, Italian, Basic: Russian and Greek

Interests: Singing, Skiing, Sailing, Reading and Travelling