



**Karin Kollenz-Quetard, PhD**

Professor – Specialty: Strategy

Tél.: + 33 (0)3 20 15 45 00

Fax: + 33 (0)3 20 15 45 01

E-mail : [karin.kollenz@edhec.edu](mailto:karin.kollenz@edhec.edu)

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

## EDUCATION

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1998 - 2000 **PhD in economics**

Vienna University of Economics and Business Administration, Austria  
Thesis on Socio-Economic Consequences of the Separatist Movement in Quebec; Scholarship from the Austrian Academy of Sciences

1997 - 1998 **Bilingual Master's Program in International Business Administration (MBA)**

Telfer School of Management, University of Ottawa, Ontario, Canada

1993 – 1997 **International Economic and Business Studies (MSc)**

Leopold Franzens University, Innsbruck, Austria

## TEACHING EXPERIENCE

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2013 – today **EDHEC, France**

**Professor of Strategy**

Developing and teaching Strategy & Innovation in (E)MBA and MSc programs  
Special interest in emerging technologies (A.I., IoT, Big Data), disruptive innovation and digital transformation

2011 – today **HEC Paris, Qatar & France**

**Visiting Professor of Strategy and Innovation**

Supervising Masters' theses and EMBA capstone projects  
Designing and teaching courses on Competitive Strategy, Customer Experience Management and Strategy Implementation in customized programs

- 2010 – today **London Business School, Centre for Management Development, UK**  
**Invited Visiting Professor of Strategy**  
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 **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
- 2010 – 2012 **IMD Lausanne, Switzerland**  
**Guest lecturer of Strategy and Strategic Marketing**  
Customized executive program: Ericsson Excellerate  
Courses on Competitive Strategy and Marketing Innovation in Developing Countries
- 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)**  
Lecture & Seminars in International Management: 1st year of Master in Mgmt.
- Associate Professor of Strategic Management, Faculty of Business Studies (-2003)**  
Supervision of master's theses and teaching courses in International Management, Strategic Business Planning, Project Management and Marketing

## WORK EXPERIENCE

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- 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) [www.telcoseminar.com](http://www.telcoseminar.com)
- 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  
[www.arthurdlittle.com](http://www.arthurdlittle.com)

- 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.)
- Project Manager International Marketing, London/Bonn/Vienna (2004-05)**  
Developed international business marketing strategy for 2005 – 2007  
Conceptualized and implemented international customer segmentation [www.t-mobile.com](http://www.t-mobile.com)
- 2002 – 2003 **University of Applied Sciences Burgenland, Eisenstadt, Austria Business school offering bachelor's and master's studies**  
**Associate Professor of Management, Faculty of Business Studies**  
Taught int. management, marketing, strategic planning, HR and economics  
Lead consulting projects for companies and public institutions [www.fh-burgenland.at](http://www.fh-burgenland.at)
- 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  
[www.bcg.com](http://www.bcg.com)

## **PUBLICATIONS & ACADEMIC AWARDS**

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- 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](http://www.globaltelecomsbusiness.com)
- Learning to live with disruption. *EDHEC Strategy Series*. January 2017. Available at <https://www.edhec.edu/en/edhecvox/learning-live-disruption>
- 2016 Seven models to build a disruptor. *Info*. French Chamber of Great Britain. November/December 2016.
- 2015 IoT Business Model for operators dominate discussion at MWC. *Global Telecoms Business*. March/April 2015. Available at [www.globaltelecomsbusiness.com](http://www.globaltelecomsbusiness.com)
- 2014 *What's Up with WhatsApp?* Aix Marseille Graduate School of Management Case.
- 2013 As OTT threatens mobile revenue operators look at how to respond. *Global Telecoms Business*. Nov/Dec 2013. Available at [www.globaltelecomsbusiness.com](http://www.globaltelecomsbusiness.com)
- 2012 Mobile payments: Cooperation is the name of the game. *Global Telecoms Business*. May/June 2012. Available at [www.globaltelecomsbusiness.com](http://www.globaltelecomsbusiness.com)
- 2011 How René Obermann 'the Doberman' saved the life of Deutsche Telekom. *Global Telecoms Business*. May/June 2011. Abstract at [www.globaltelecomsbusiness.com](http://www.globaltelecomsbusiness.com)

- 2010 *T-Mobile Austria vs. tele.ring*. Case study. 2010. Available at [www.ecch.com](http://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 <http://epub.wu.ac.at/1902/1/document.pdf>
- 1998 - 2000 Scholarship for Ph.D. students from the Austrian Academy of Sciences and the Austrian National Bank
- 1998, 1995 Award for extraordinary academic achievements, University of Innsbruck
- 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.

## INVITED PRESENTATIONS & CONFERENCES

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- 2016 **TEDxLiège - Rebellion, Liège, Belgium Invited speaker**: Love It, Change It or Leave It - [http://youtu.be/o9UZa\\_CUXzQ](http://youtu.be/o9UZa_CUXzQ)
- 2015 **MTS Customer Base Management Summit, Moscow, Russia Keynote speaker**: Going Gaga about the Telco Industry
- 2006 – 2009 **Marcus Evans and Informa, 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**
- 2002 **5th Europolis Conference, Gyor, Hungary Keynote speaker**: The impact of culture on cross-border, economic cooperation.

## LANGUAGES

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