



## Prof. Dominique Turpin

Expert on Japanese Issues, President of International Business School IMD (Switzerland)



### CSA CELEBRITY SPEAKERS

Prof. Dominique Turpin was named IMD President in 2010. He is also Nestlé Professor at IMD and was previously the director of the IMD MBA (Master of Business Administration) and PED (Program for Executive Development). Given the recent developments in Japan in 2011, he is in great demand in the media for insights into Japanese issues as he attained his Ph.D. in Japan, speaks Japanese, lived in Japan for 5 years and has been responsible for the Japanese market for 25 years.

**"Dominique Turpin is a leading Business Expert"**

#### In detail

Dominique Turpin received his master's degree from ESSCA in France and earned a doctorate in economics from Sophia University in Tokyo, Japan. He has worked as a consultant and management educator, directing customized programs with a large number of international companies. He also served as a board member for ITOCHU Europe, a leading Japanese trading company and the Ecole Hôtelière de Lausanne. Prior to joining IMD, he spent several years in Tokyo as a representative of a French firm in Japan. He served as Visiting Professor at the Keio Graduate School of Business Administration, Japan. Since 1994, he serves as the IMD representative on the Academic Council of the China-Europe International Business School in Shanghai (People's Republic of China).

#### What he offers you

With widespread executive seminar and consulting experience for clients in Europe, Asia and Latin America, Dominique Turpin shares his insights on the impact of brands in a global world and models for long-term growth, profitability, stability and survival through periods of crisis. His current research focuses on brand management. He has been widely published in more than 100 books, articles and case studies including the Financial Times, European Business Forum and MIT Sloan Management Review. In his presentations he shares his extensive knowledge in areas of marketing and international strategy both in Europe and in Asia, particularly in the area of brand management, customer orientation and communications strategy.

#### How he presents

Educating business leaders to address managerial dilemmas has long been IMD's central tenet and Dominique Turpin is a high-calibre speaker who helps nurture a new generation of emerging market leaders eager to assume their new role on the world stage.

#### Topics

Japan Today: How Japan Can Improve Its Competitiveness

Practical Brand Management Issues

How to Build Global Brands in Both Emerging & Traditional Markets?

Brand Extensions

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The Pros and Cons of Having a Single Brand  
Orchestrating Winning Performance  
The Chinese are Coming  
Lifelong Learning  
Emerging Markets  
International Financial Crisis: The Opportunities  
Understanding the World in Global Terms  
Developing Global Change

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### Languages

He speaks French, English & Japanese.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

He has been a regular contributor to the Nihon Sangyo Shimbum (The Japan Industrial Journal), one of the leading business dailies in Japan and is also the Continental European editor for the Long Range Planning Journal, the international journal of strategic management and an editorial advisor for the Singapore Management Review.

He is the author of numerous articles, case studies and projects.