

# Dr Lisa Simone Duke

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British / Swiss Citizen



*As Affiliate Faculty, Lisa teaches a range of multi-dimensional leadership topics including:*

- *Leading Change and transformation*
- *Human-centred digital transformation*
- *Complex problem solving*
- *Positive Leadership (best self, signature strengths, self-awareness, positive psychology)*
- *Making things happen (growth mindset, habits and behaviour change, engagement)*
- *Mobilising through others for change (Strategy Execution)*
- *Leadership essentials (power bases, influencing, team building, situational leadership and adaptability, collaboration and effective relationship building)*
- *Sensemaking for Creativity & Innovation*
- *“Experimentation” & “Experiments in Leadership”*

*Polymath and learning integrator, a 6 times award-winning case writer and 2x award-winning programme designer, Lisa is passionate about designing and delivering impactful, immersive and transformative learning experiences. Average teaching impact score 4.8 / 5*

## Short Bio:

An experienced professor, certified coach/facilitator Lisa supports clients by developing and delivering inspiring programmes to executives to develop their individual capabilities and those of their organisations. She has spent close to 30 years working in Business Education for leading Business Schools, their executive education clients, and co-authored more than 180 teaching cases with world-renowned faculty winning awards both the EFMD (best in category) and Case Centre (4x bestsellers & 1 best in category). As a programme designer, in the past 15 months, Lisa's programme designs have won £30 million of new business for clients. Lisa is also a certified Executive coach, coaching hundreds of executives to develop their capabilities in leadership, strategy, and problem-solving.

*Clients include:* London Business School, INSEAD, IMD, SDA Bocconi, Imperial College London, Oxford Said, Cambridge Judge, Catolica Lisbon, New York University, EHL Hospitality Business School, University of Geneva, IESE, Fundação Dom Cabral, Chinese University of Hong Kong.

## Prior Experience

Prior to studying for an MBA at London Business School, Lisa worked for Goldman Sachs, JP Morgan and HSBC in fixed income and treasury operations. After her MBA, she joined a small boutique consultancy running Private Finance initiative competitions for NHS Trusts across the UK. She then relocated to Switzerland and opened her own education business. She holds both Swiss and UK citizenship.

## Professional Qualifications & Certifications

DBA (Leading Digital Transformation) – **SDA Bocconi**, Italy

MSc Organisational Psychology (Merit) – **Birkbeck College, University of London**, UK

Professional Certificate of Executive Coaching – **Henley Business School**, UK

MBA – **London Business School**

BSc (1<sup>st</sup> Class Honours) Business Computing Systems – **City University, University of London**, UK

Diploma (teaching faculty) IE Lifelong Learning Faculty Program – **IE, Madrid**, Spain

## Teaching, Programme Direction, Facilitation & Design:

- Professor/Affiliate Faculty – Most recent: Leading with Impact, Masters in Management (LBS); Integrated Module II, Masters in Management (LBS); Leading Change (Executive Education LBS); EMERGE Diriyah Company (Executive Education LBS); Signature Strengths – module on TATA Blue Mint (Executive Education LBS), The Context for Leadership on Proximus Enlight (Executive Education LBS), Culture & Teams YPO YNG programme (Executive Education LBS); Storytelling for Leaders (Executive Education IMD)
- Programme Director/Facilitator at LBS – TATA Blue Mint, ERGO Leadership Programme, Proximus Lead to Inspire, YPO YNG, Lundbeck Future Forward Commercial Leadership Programme, Sber Senior Leaders Development Programme
- ‘Effective teams’ – developed a 5-module online programme on teams and leading teams
- Lecturer “Developing Effectiveness in Management & Leadership” and “Innovation Management” modules – MC College
- Lecturer - blended learning & improving experiential teaching – workshops to faculty – FELU (University of Ljubljana) and Catolica Lisbon
- Train the trainer – EY consulting – transformation product
- Instructor/Coach: Inspirational Leadership, Strategic Thinking, Complex Problem Solving, Digital Disruption, Pricing Excellence, Marketing Management (IMD Online Programmes – both open enrolment and custom programs) – IMD
- Facilitating participants’ learning journey - Innovating in a Digital World - LBS
- Learning designer/Project Manager – Pre-Accounting, Pre-Finance, Analytics online programs for MBA and other degree programs (LBS)
- Learning designer – blended programs for various corporate clients of LBS
- Learning designer – blended programs for degree courses at Catolica Lisbon
- Instructional designer GLOBE – digital undergraduate elective program - NYU
- Nader Tavassoli’s Brand Management & Julian Birkinshaw’s Managing the Company of the Future MOOCs (Coursera) - LBS
- Facilitation - Javier Estrada’s Corporate Finance Essentials (Coursera) & Pankaj Ghemawat’s Globalization of Business Enterprise Programme (first iteration) (Coursera) – IESE
- Mentoring/facilitating Senior Executive strategy brainstorming sessions for presentation to CEO & Executive Team (2 iterations of the programme) – IMD 2012
- Facilitating Board of Directors strategy presentations – IMD 2012
- Simulation facilitation Executive MBA – LBS 2012
- Values presentation & discussion facilitation to Exec team & senior executives – IMD 2011
- Teaching Assistance – Prof Julian Birkinshaw (Achieving Strategic Agility, Developing Entrepreneurial Opportunities – LBS 2010 - on-going). Prof Preston Bottger (EMBA Leadership B – IMD 2013). Prof John Walsh (Marketing – IMD 2013). Prof Sendil Ethiraj (Strategic Innovation – LBS 2013). Prof Xavier Castañer (Mergers, Acquisitions & Alliances – LBS 2012)
- Guest lecturer, Masters in Management degree, LBS, 2009
- Guest lecturer on Prof Maury Peiperl’s Managing Change elective, LBS, 1996 & 1997

## List of Publications:

**190+ cases (including for Exec Ed programmes and embargoed from publication), case series, teaching notes - Selection of Case Studies:**

- *Metinvest: built on resilience* – Dr Lisa Simone Duke (LBS) – in work
- *3 regenerative agriculture cases* – Prof Damien McLoughlin (UCD) – in work
- *Carbery Farm: regenerative dairy farming* – Profs Craig Smith (INSEAD) & Damien McLoughlin (UCD) – in work
- *Analogman: The King of Tone* – Prof Charlie Galunic (INSEAD) – in work
- *Alan: Agentic AI* – Profs Antoine Desir & Ville Satopaa (INSEAD) – in work
- *Fairphone: the next decade* (title TBC) – Prof Craig Smith (INSEAD) – in work

- *Firmenich's AI platforms* (title TBC) – Prof Oyku Isik (IMD) – in work
- *Streaming Wars: Can Netflix continue to drive growth?* – Prof Javier Gimeno (INSEAD) – in work
- *Rishi Naleendra, Chef: Thousand Mile Journey to a Michelin Star* – Profs Michael Jarrett & Andy Yap (INSEAD) – 2024
- *Vitality Health: An African Pioneer Expanding Across Africa* – Prof Prashant Yadav (INSEAD) 2024
- *Deutsche Bank Investor Deep Dive* – Prof Thomas Mussweiler (LBS) 2024
- *3 cases for Saudi Aramco programme* (in-company embargoed) – Prof Chris Higson (LBS) 2024
- *Yildiz Holding: Driving Women's Empowerment* – Dr Lisa Simone Duke (LBS) 2024
- *Transforming a museum: ANU* – a transformation and identity story Dr Lisa Duke 2024
- *New Thinking at Geneva Airport: Securing the Future* - Prof Thomas Straub (Université Genève) 2024
- *Walking the Tightrope: Managing Stakeholders at Geneva Airport* – Prof Thomas Straub (Université Genève) 2024
- *SkinAnalytics* – Prof Olenka Kacperczyk (LBS) 2024
- *Technip Energies: Cultivating Value Through a Data-Driven Culture* – Prof Jose Parra Moyano (IMD) 2024
- *Farewell Russia: Heineken's & Carlsberg's Exits A, B & C* – Prof Richard Baldwin (IMD) 2024
- *Thales: Transformation* – Profs Mike Wade & Didier Bonnet (IMD) 2023
- *Metalshub: a steely approach to launching a B2B metal trading platform* – Prof Didier Bonnet (IMD) 2023
- *Next Acts in Entrepreneurial Careers: Forks in the road ahead for Gerard B* – Profs Bala Vissa & Winnie Jiang (INSEAD) 2023
- *DiaTropix: creating a sustainable rapid diagnostic test manufacturing platform in Africa* – Profs Prashant Yadav & Luk Van Wassenhove (INSEAD) 2023
- *Elsa Blix A&B Teaching Note* – Prof Henrik Bresman (INSEAD) 2023
- *Engineering Good: where to next?* – Prof Gabriel Szulanski (INSEAD) 2022/23
- *DSM: Turbocharging sustainable resins A & B* – Prof Craig Smith (INSEAD) 2022/23
- *Hydrovolt: Building a first mover advantage* – Prof Michael Yaziji (IMD) 2023
- *Goodlife: Profit with Purpose* – Prof Stephen Chick (INSEAD) 2023
- *Black in the city: Standing out from the crowd in finance* – Prof Thomas Mussweiler (LBS) 2022
- *ABN Amro: Scaling Self-Organization A & B* – Prof Mike Wade (IMD) 2022
- *Goldman Sachs: Building Capabilities to Enter Consumer Finance A & B* – Profs Laurence Capron & Philipp Meyer-Doyle (INSEAD) 2022
- *Nabta: Aspiring to Expand* – Profs Chengyi Lin, Hyunjin Kim & Stephen E. Chick (INSEAD) 2022
- *A Case for Change at Terre des Hommes Foundation Lausanne* – Prof Thomas Straub (UNIGE) 2022
- *InterContinental Hotel Group 'IHG': Driving Growth in an Uncertain World* – Prof Gabriel Szulanski (INSEAD) 2022
- *Royal Savoy Hotel* (psychological safety, authentic leadership, crisis management, developing teams) – 3 cases – Prof Stefano Borzillo (EHL Business School) (2021-2022)
- *Northmen vs Pirates: Norsk Hydro says 'no' to hackers* – Prof Oyku Isik (IMD) 2022
- *CoverMyMeds AntiFragile* – Prof Richard Jolly (Kellogg) 2021
- *Maison Chloé: Driving Purposeful Transformation for Sustainability* – Prof Vanina Farber, Stephane Girod (IMD) 2021
- *Clean Jeans: Reinventing Blue Jeans at ORTA Anadolu* – Profs Atalay Atasu & Luk N. Van Wassenhove (INSEAD) 2021
- *Closed Loop PET Recycling in Malta: the economics of circularity* – Profs Atalay Atasu & Luk N. Van Wassenhove (INSEAD) 2021
- *Michelin Digital Transformation: Where the Rubber Hits the Road* – Prof Didier Bonner (IMD) 2021
- *Mastercard's Ethical Approach to Governing AI* – Prof Oyku Isik (IMD) 2021
- *The Fall of Greensill & the Future of Supply Chain Finance* – Prof S Alex Yang (LBS) 2021
- *Mini Case Series (4 cases) on 'Winning Abroad: getting business & politics right'* – Profs Niccolò Pisani & David Bach (IMD) 2021
- *Walking the Path of Expansion: MiracleFeet's Journey toward a Global Footprint* – Profs Ilze Kivleniece, Stephen Chick & Ithai Stern (INSEAD) 2021
- *Port of Antwerp Modal Ecosystems (working title)* – Prof Gabriele Szulanski (INSEAD) 2021
- *InFarm* – Prof Omar Toulan (IMD) 2021
- *Haier – an Ecosystem Revolution (3 case series)* – Prof Michael Jacobides (LBS) 2020
- *AllPort Case* – EY Corporate University (2020)
- *Jan Van Hasenbroek A&B* – Profs Susan Goldsworthy & Kamran Kashani (IMD) 2020

- *Electrolux Latam: Digital Transformation in Industrial Operations* – Profs Fabian Salum & Karina Garcia Coleta (FDC) 2020
- *The LEGO Group Leadership Playground: Energizing everybody everyday (A & B)* – Prof John Weeks (IMD) 2020
- *Does Sustainability Pay? Barry Callebaut's Sustainability Improvement Loan* – Prof Lucy Teplar (INSEAD) 2020
- *Fairphone 3: Commercializing Radical Sustainability* – Prof Craig Smith (INSEAD) 2020
- Mini Case Series (10 cases) on 'business & society' & 'reshaping industries' – Prof Knut Haanaes (IMD) & Oystein Fjeldstad (Norwegian Business School) 2020
- *Sodexo: Innovating Workplace Dining* – Professor Stefano Borzillo (EHL) 2020
- *Success Theater: The Rise & Fall of Jeffrey Immelt at GE* – Professor Michael Watkins (IMD) 2020
- *Barry Callebaut: Forever Chocolate EFMD AWARD WINNER* – Prof Craig Smith (INSEAD) - 2020
- *Turning Around Avon: The Rebirth of an Iconic Global Brand A & B* – Prof Dominique Turpin (IMD) 2019
- *Rabobank: Building Digital Agility at Scale* – Prof Michael Wade (IMD) 2019
- *Ping An Technology: Becoming an Ecosystem Player* – Prof Mark Greeven (IMD) 2019
- *ObEN PAI: Building a World of Personal AI Avatars* – Profs Peter Zemsky & Pavel Kireyev (INSEAD) 2019
- *Millennials: Bow & Arrow's Secret Weapon* – Prof Richard Jolly (LBS) - 2019
- *Barry Callebaut: Forever Chocolate – to follow the Chair? Compact cases A&B Case & Teaching Note* – Prof Craig Smith (INSEAD) - 2018
- *Digital Transformation at GE: Shifting Minds for Agility A, B, C* – Prof Stéphane Girod (IMD) – 2018
- *Building Uber's Product: The human challenge of product management Case & Teaching Note* – Prof Noah Askin (INSEAD) - 2018
- *Kuoni – Missing the Digital Boat Case & Teaching Note* – Prof Joerg Niessing (INSEAD) - 2018
- *Enhancing innovation through organizational learning and empathy culture: Microsoft under CEO Satya Nadella Case & Teaching Note* – Prof Quy Huy (INSEAD) - 2018
- *Back from the Brink: The Turnaround of Fujitsu EMEA's Product Business* – Prof Richard Jolly (LBS) - 2018
- *Training Nurses Using Virtual Reality, Smart Weeding – Taking the hard work out of agriculture, Facebook & Suicide Posts (Transform Tech Program mini-cases)* Profs Bettina Buchel & Jim Pulcrano (IMD) 2017
- *UBS Leadership Case (in company program use only)* – Prof Misiak Piskorski (IMD) 2017
- *Teaching Note – ING* – Prof Stéphane Girod (IMD) 2017
- *Blancride: a perfect carpool match A&B* – Profs Keyvan Vakili & Yiorgos Mylonadis (LBS) 2017
- *Nekso: A lifeline for taxi companies* - Profs Keyvan Vakili & Yiorgos Mylonadis (LBS) 2017
- *To Start-Up or Not to Start-Up: Polly Jackson A&B* – Prof Isabel Fernandez-Mateo (LBS) 2017
- *Battle for the Skies: Low Cost vs Traditional Airlines* – Prof Nuno Fernandes (IMD) 2017
- *Kalmar* – Prof Goutam Challagalla (IMD) 2017
- *Digital Journeys* – Prof Charlie Galunic (INSEAD) 2017
- *The Syqe Dilemma* – Profs Aharon Cohen-Mohliwer & Keyvan Vakili (LBS) 2017
- *Haidilao: Creating and sustaining an emotional culture for high performance* – Prof Quy Huy (INSEAD) 2017
- *Tag Heuer: The Connected Watch (A) & (B)* – Profs Costas Markides (LBS) & Daniel Oyon (HEC UNIL) 2017
- *Nestlé Purina: the Global Website Challenge (A) & (B)* – Prof Carlos Cordon (IMD) 2016
- *&Samhoud: Future Choice* – Prof Tom Malnight (IMD) 2016
- *Xerox Transportation Solutions: Facing a New Future* – Prof James Henderson (IMD) 2016
- *Discovering Hands (A) & (B)* – Prof Costas Markides (LBS) 2016
- *Three case summaries* – Prof Kamran Kashani (IMD) 2016
- *Teaching Notes – IKEA (how its strategy was formed & A furniture dealer), BP, UBS* – (INSEAD) 2016
- *Teaching Note Paul McGinley* – (LBS) 2016
- *Teaching Note National Air* – Prof Javier Gimeno (INSEAD) 2016
- *Stress & the City Teaching Note* – Jean-Francois Manzoni (INSEAD) 2016
- *Alcatel, Lucent... Nokia: On the Road from 3 to 1* – Profs Charlie Galunic & Javier Gimeno (INSEAD) 2015
- *David Pyott, CEO Allergan: The Battle of a Lifetime* – The Leadership Institute London Business School (2015) – David Pyott went on to donate £10 million to LBS as a gift subsequent to the case being written
- *Paul McGinley: Leading a Multinational Team of Individuals* – The Leadership Institute London Business School (2015)
- *KBC: Back from the Brink* - Profs Costas Markides (LBS) & Daniel Oyon (HEC UNIL) 2015
- *David Pyott, CEO Allergan: The Battle of a Lifetime* – The Leadership Institute London Business School (2015) – David Pyott went on to donate £10 million to LBS as a gift subsequent to the case being written
- *UEFA: The Challenge of the Digital Age* – Profs Costas Markides (LBS) & Daniel Oyon (HEC UNIL) 2015

- *Xerox: From Products to Services* - Prof John Walsh (IMD) 2015
- *Enspiral* – Prof Michael Yaziji (2015)
- *Catalan Cooperative Integral* – Prof Michael Yaziji (2015)
- *Lufthansa: Confronting the Unthinkable (A&B)* – Prof Michael Watkins (2015)
- *The Miracle Balm of Gilead (A&B)* – Prof Michael Yaziji (2015)
- *No Flowers for Valentines, FloraHolland (A&B)* – Prof Michael Watkins (2015 tbc)
- *North Shore Academy (A,B&C)* – Future Leaders Trust 2014
- *Roche & Herceptin (A&B)* – Prof Michael Yaziji 2014
- *Lost for Words – Newspapers’ Digital Future* – Prof John Walsh (IMD) 2014
- *Building Entrepreneurs at Odebrecht* – Prof Michael Watkins (IMD) 2014
- *Driving Growth at Especias Hispania Inc (A,B&C)* – Prof Michael Watkins (IMD) 2014
- *Honeymoon Interrupted: Mary Barra, CEO, GM (A&B)* – Prof Michael Watkins (IMD) 2014
- *Eden McCallum* – Prof Freek Vermeulen (LBS) 2014
- *Nayamed (A&B)* – Prof Costas Markides (LBS) & Prof Daniel Oyon (HEC Lausanne) 2014
- *Longfor: Organising for Innovation in an Emerging Market* – Prof Quy Huy (INSEAD) 2014
- *Achieving the Holy Grail: Same Day Delivery* – Prof Stewart Black & Prof Michael Watkins (IMD) 2013
- *Amazon.com: Staying a Step Ahead* – Prof Julian Birkinshaw (LBS) 2013
- *The Transformation of National Air Traffic Services* – Prof Maury Peiperl (IMD) 2013
- *The BabaSling Case* – Prof Suzanne Dejanusz (IMD) 2013
- *E-Cigarettes: disruptive innovation?* – Prof John Walsh (IMD) 2013
- *Oticon B & C cases* – Prof Freek Vermeulen (LBS 2013)
- *Swatch* – Prof Freek Vermeulen (LBS) 2013
- *McKinsey & Co* – Prof Freek Vermeulen (LBS) 2013
- Series of case studies *highlighting employee engagement as a driver of innovation* – Prof Julian Birkinshaw (LBS) 2012 (Engage4Success - UK Independent Taskforce)
- *Asustek A, B & C* – Teaching Note – Prof Howard Yu (IMD) 2012
- *Riding the Rollercoaster of Entrepreneurship* – Prof Suzanne Dejanusz (IMD) 2012
- *The Rise & Fall of Nokia* – Prof Julian Birkinshaw (LBS) 2011
- Suite of leadership/strategy cases - Profs Quy Huy & Michael Jarrett (INSEAD) 2010/2011. 1. *Managing Public Opinion in a Crisis: BP CEO Tony Hayward*. 2. *Symbol & emotion management in strategy execution: Merger of Arcelor & Mittal*; 3. *Strategy execution in 2 countries – Switzerland & USA: The Rise & Fall of UBS Under Marcel Ospel*; 4. *Portrait of an emotional leader: Steve Jobs, Redefining Apple*; 5. *IKEA: A Furniture Dealer (A), How Ikea’s Strategy was Formed (B)*
- *Foxconn & Blood iPhones?* – Prof Rosa Chun (IMD) 2011
- *Holcim* – Prof Michael Yaziji (IMD) 2011
- *M-PESA & Nick Hughes* – Prof Rajesh Chandy (LBS) 2010
- *Circle Health 2010* - Prof Costas Markides (LBS) 2010
- *The PC Industry* - Prof Julian Birkinshaw (LBS) 2009

## Research/Articles:

- *Thinking the Unthinkable: The Divestment of Consumer Products from J&J* – pitching to HBR 2025
- *Regulating NFTs 2024 Report* - INSEAD
- *Remuneration & Nominations Committee 2022 Report* - INSEAD
- *Global Signal Cards* (trends and future shifts for classroom & group discussion) – IMD 2017, 2018 & 2019
- Data gathering for IMD Board Centre 2017
- *EYOP Purposeful Organisations* - Oxford Saïd Research Project with EY
- *“Mood Swings – Management Lessons in What Makes Customers Say Yes!”* - Oxford Saïd Executive Briefing, November 2013
- *“10 Management Lessons: Major Project Management”* – Oxford Saïd Executive Briefing, July 2013
- *“Time Out: Innovation takes time & space”* – Business Strategy Review (Edition: May 2013) with Prof Julian Birkinshaw (LBS)
- *“Rethinking Job Titles at Novant Health and Make-a-Wish Foundation”* – Executive Briefing – Prof Dan Cable (LBS) 2013
- Showcasing academic & management practice governance research for the CEO Roundtable (60+ CEOs from global firms) – Prof Didier Cossin (IMD) 2011

- Customer Insights paper – Prof Kamran Kashani (IMD) & Prof Dominique Turpin (IMD) 2011
- Moses: Leadership in Jewish Wisdom (EABIS conference) – Prof Shlomo Ben Hur (IMD) 2011
- Monthly article showcasing Partnership Programmes (IMD) 2011
- Nilfisk Advance – creating and analysing a values survey and subsequent on-programme client presentation – Prof Bettina Büchel (IMD) 2011
- Research for Innovation diffusion project - Prof Julian Birkinshaw (LBS) 2010/2011
- Perils of Customer Focus (draft article) - Prof Nader Tavassoli (LBS) 2010
- Innovation (seminar & article) - Prof Julian Birkinshaw (LBS) and Prof Cyril Bouquet (IMD) 2009
- Identifying success factors in top CEO/Senior Management Talent across Europe - Prof Saul Estrin (now LSE) and Prof Maury Peiperl (now IMD) 1997

### **Books/Chapters/Pamphlets:**

- Real Impact Marketing – co-authored with Prof Stefan Michel (IMD) 2018 (new editions 2019, 2022)
- Governance in Sport – AiSTS 2016 - Editing
- The Legacy of the Olympics – AiSTS 2016 - Editing
- A History of J Safra Sarasin (book) - 2016
- FIAS Sustainability – FIAS 2016 - Editing
- Football: Collected Insights from the Field – AiSTS 2014 - Editing
- Leadership – What CEOs Really Do – Prof Preston Bottger (IMD) 2014
- Conflict Resolution for Leaders – Prof Suzanne Dejanusz (IMD) 2013
- CXO & Leadership Domain book – Prof Preston Bottger (IMD) 2013
- Sustainability & the Triple Bottom Line - Prof Bala Chakravarthy, (IMD) 2012
- Negotiation & Dispute Resolution - Prof Suzanne Dejanusz (IMD) 2012
- Strategy & Change Management Workbook - Prof Bettina Büchel (IMD) 2011