



## Prof. Dr. Ivanka Visnjic

Dr. Ivanka Visnjic is a Professor of Innovation at Esade Business School, where she serves as the Head of the Operations, Innovation, and Data Sciences Department. She also acts as a Non-Executive Director for the IT services company Wiser Technology and the media startup Bridged Media.

Prior to her current positions, she worked at the consulting firm McKinsey & Co, completed her PhD at KU Leuven in Belgium, and held visiting posts at the University of Cambridge, University of California, Berkeley, and London Business School. At the University of Cambridge, she played a central role in establishing a business-led partnership called the Cambridge Service Alliance.

Her research, advising, and speaking activities focus on the processes of innovation and business model transformation at established companies, with a particular emphasis on shift to services, digital, and sustainability.

She has published in well-established academic journals, such as Harvard Business Review, MIT Sloan Management Review, Organization Science and Journal of Operations Management. She received several awards and grants. For instance, she was granted the IBM Faculty Award, included in the "40 under 40" MBA Professors list and got shortlisted for Panmure Prize.

Dr. Visnjic has taught, consulted for, given keynote speeches or otherwise collaborated with a variety of global companies, including Almirall, Atlas Copco, Caterpillar, Enel, FC Barcelona, Holcim, Gore-Tex, Iberdrola, IBM, Lego, Novozymes, Pearson, Roche, Suzano, Telefonica, and Unisys.