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*Alejandro Ruelas-Gossi, PhD*

**UNIVERSITY OF NAVARRA/SCHOOL OF ECONOMICS & BUSINESS**  
CLINICAL PROFESSOR OF STRATEGY & INNOVATION (2018, 2021 –

**UNIVERSITY OF MIAMI. MIAMI BUSINESS SCHOOL**  
PROFESSOR OF STRATEGY & INNOVATION (2015 –2021)

**NEW YORK UNIVERSITY STERN SCHOOL OF BUSINESS / CENTER FOR GLOBALIZATION**  
RESEARCH PROFESSOR (2015 – 2016)

**IESE BUSINESS SCHOOL.**  
VISITING PROFESSOR (2012)

#### EDUCATION

**PH.D.** IN STRATEGY FROM THE **UNIVERSITY OF NORTH CAROLINA-CHAPEL HILL.**

**MASTER OF SCIENCE** IN THE MANAGEMENT OF TECHNOLOGY FROM THE **MASSACHUSETTS INSTITUTE OF TECHNOLOGY MIT.**

**BACHELOR OF SCIENCE** IN INDUSTRIAL ENGINEERING & SYSTEMS DYNAMICS FROM **MONTERREY TECH,**

PROFESSOR RUELAS-GOSSI HAS WRITTEN SEVERAL ARTICLES FOR HARVARD BUSINESS SCHOOL PUBLISHING WITH A WORLDWIDE IMPACT, WHICH HAVE BEEN CITED EXTENSIVELY AND REPRINTED IN SEVERAL LANGUAGES. THE FINANCIAL TIMES HAS ALSO SINGLED OUT AND PUBLISHED HIS WORK IN THE SPECIALIZED SECTION: MASTERING SERIES. EXPANSION MAGAZINE (A SUBSIDIARY OF TIME), IN ITS DECEMBER 2005 EDITION, FEATURED PROFESSOR RUELAS-GOSSI'S WORK TOGETHER WITH PORTER'S, DRUCKER'S, PRAHALAD'S, HAMEL'S AND CHRISTENSEN'S CONTRIBUTIONS AS THE MOST INFLUENTIAL IN THE FIELD OF BUSINESS STRATEGY. HIS CONCEPT OF STRATEGIC ORCHESTRATION HAS BEEN THE COVER ARTICLE AT **HARVARD BUSINESS REVIEW** AL, NOV 2006, AND AT LONDON BUSINESS SCHOOL - **BUSINESS STRATEGY REVIEW**, SPRING 2011, AND IT HAS BEEN CONSIDERED IN BOTH RECENT BOOKS AND ARTICLES AS AN ESSENTIAL PART OF THE NEW TAXONOMY OF THE FIELD OF STRATEGY.

HIS CONCEPT OF **THE RACE-TO-THE-TOP STRATEGY PARADIGM**, PUBLISHED AT BOTH **HARVARD BUSINESS REVIEW**, AND AT THE **JOURNAL OF INTERNATIONAL BUSINESS INSIGHTS**, HAS BEEN SINGLED OUT AT THE THINK-TANK, **CENTER FOR STRATEGIC OF INTERNATIONAL STUDIES, IN WASHINGTON D.C.** AS ONE OF THE MORE *UNIQUE* PERSPECTIVES TO IMPACT OUR ECONOMIC WORLD.

INVITED AMONG THE WORLD SPECIALISTS IN STRATEGY & INNOVATION TO WRITE FREQUENTLY **AT HBR.ORG** FROM THE **HARVARD BUSINESS REVIEW**. HIS ARTICLES ARE CONSISTENTLY TOP STORIES AT HBR.ORG

PROFESSOR RUELAS-GOSSI HAS ALSO SERVED AS A CONSULTANT AND SPEAKER FOR SEVERAL OF THE FORTUNE 500, INCLUDING SONY, MOTOROLA, MICROSOFT, BRISTOL-MYERS, IBM, PHILIPS, CATERPILLAR, CEMEX, BAXTER, ERNST & YOUNG, AON, TECHINT, AT&T, ABBOTT, BOSTON SCIENTIFIC.

HE SERVED AS THE FOUNDING MANAGING DIRECTOR OF THE THINK-TANK ORKESTRA (NAMED AFTER HIS

CONCEPT OF ORCHESTRATION) – THE BASQUE INSTITUTE OF COMPETITIVENESS, IN THE BASQUE COUNTRY - SPAIN.

HE HOLDS AN ACADEMIC BOARD POSITION AT THE INSTITUTO OF EMPRESA Y HUMANISMO OF THE UNIVERSITY OF NAVARRA, SPAIN.

BEFORE SWITCHING TO ACADEMIA, HE HELD HIGH-MANAGERIAL ROLES AT DEERE & Co, CEMEX, AND CYDSA.

HE IS A FREQUENT CONTRIBUTOR AT **CNN** IN THE TOPICS OF STRATEGY AND INNOVATION.

### **Areas of Expertise**

- Strategy, Innovation, Disruptive Innovation, Disruptive Business Models, Strategy Orchestration, Management of Technology, Complexity Theory, Globalization, Emerging Economies.

### **Honors and Awards**

- Lifetime Achievement Award for research in disruptive ideas for Management, Research Centre for Corporate Excellence & Innovation, **Barcelona Tech, Polytechnic University** (Catalonia, Spain). 2016
- Excellence in Teaching Award, **University of Miami Business School**. 2015, 2017, 2018(spring), 2018(fall)
- Worldwide Recognition **YPO**, Best Seminar (highest evaluations), Theory of Strategic Orchestration, 2011
- Best Professor Award, **Universidad Adolfo Ibáñez Business School**, 2009
- Awarded with the highest-impact article in 5-years at **Harvard Business Review LA**, (2003-2007): The Big T Paradigm, Feb. 2004.
- Most recommended article at **Harvard Business Review LA** (2006): Strategy Orchestration, Nov 2006