

Dr Jules Goddard



Currently, Fellow of London Business School;
Member of the Academic Committee of CEDEP at INSEAD;
Formerly, Gresham Professor of Commerce at the City University.

Educated at University College, Oxford (MA),
The Wharton School at the University of Pennsylvania (MBA), and
London Business School (PhD).

In the 60s, after Wharton, I worked in advertising for David Ogilvy in New York, as a copywriter and an account director;

In the 70's, I was the first doctoral student at London Business School and then emigrated to France to set up a construction company in the Dordogne restoring houses and chateaux, and employing 55 craftsmen;

In the 80s, I taught MBA and PhD students at London Business School, worked part-time for J Walter Thompson as a member of their R&D group, edited the London Business School Quarterly and the International Journal of Advertising, and set up The Planners Collaborative, a strategic consultancy;

In the 90s, I specialised in designing, directing and delivering executive workshops for many companies, including one third of the FTSE 100; my special areas of interest are business creativity, strategic innovation, and leadership skills;

Over the last few years, I have worked with Professors Gary Hamel and Julian Birkinshaw to develop The Management Innovation Lab (MLab) at London Business School. We work with corporate clients to radically redesign the workplace.

Recent publications include articles on futuristic models of management (Sloan Management Review), the economic crisis (Business Strategy Review), cost strategy (Business Strategy Review), a new definition of accountability (Interconnections), as well as a monograph on employee engagement, social media and management innovation (CSC Leading Edge). My book on organisational strategy, co-authored with Tony Eccles and entitled "Uncommon Sense and Common Nonsense", will be published by Profile in May 2012.

Contributor to "The Encyclopaedic Dictionary of Psychology" (Blackwell), "The Complete Guide to Modern Management" (Mercury), and "Business: The Ultimate Resource" (Bloomsbury).

I am married to Gohar, a fashion designer and artist; we have 6 children; and we live in Highgate and Provence.