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Dr. Max von Zedtwitz is a Professor of Technology & Innovation Management at Tsinghua University, Beijing, P.R. China, and Director of the Research Center for Global R&D Management with locations in Beijing and St. Gallen, Switzerland. He teaches technology management, strategy, innovation and technology-based entrepreneurship in MBA, Ph.D., and executive education programs.

Max von Zedtwitz's research interests focus on R&D management, in particular transnational R&D organization and technology-based entrepreneurship. In his most recent research he investigates innovation and R&D in China, transfer capacity in R&D, communication and coordination in virtual R&D teams, and incubator business models. He has published five books and more than forty articles in leading practitioner and academic journals in English, German, French, Japanese and Chinese. He has been cited in various newspapers and magazines such as *The New York Times*, the *International Herald Tribune*, *Der Spiegel*, *Le Temps*, and *NZZ*. In 1998, he won the RADMA prize for best paper with focus on practicality in the *R&D Management Journal*, and the ABB Best Paper Award at the IAMOT 2001 conference. He currently serves on the editorial boards of *R&D Management*, *Journal of International Management*, *Technological Analysis and Strategic Management*, and three other international journals.

Max von Zedtwitz has a Master's degree in Computer Science from ETH-Zurich (Swiss Federal Institute of Technology), and MBA and Ph.D. degrees from the University of St. Gallen. He worked in software R&D in Florida and Switzerland and in nucleon simulation research in Japan. He joined the Institute for Technology Management in St. Gallen (Switzerland) as a research associate, Harvard University (Cambridge, Mass.) in 1998 as a Visiting Fellow, and IMD-International (Lausanne, Switzerland) in 2000 as a Professor of Technology Management.

Max von Zedtwitz is an executive director at *AsiaCompete*, a training and consulting company based in Hong Kong, and an executive director of *IAMOT*, the International Association for Management of Technology. Max is also on the advisory boards of *GetAbstract*, an Internet-based book summary provider, and *Squarewise*, a Dutch consulting firm. He is also a former director of *BEAM* (Boston Economic Advancement Messengers), a Swiss Think-Tank for Entrepreneurship in Boston, Mass., and a co-founder of the *Pan-European StartUp-Summit* conventions at MIT, Cambridge. In Boston, he co-founded *myEuro.Net*, an Internet platform focussing on transatlantic relocation and job search services. In consulting, he concentrates on entrepreneurship, R&D and innovation strategy, and start-up incubation.