

APPENDIX| Professor's CV



## Maggie Gorse

is a specialist of New Business Models for Innovation, with research & consulting projects that specifically address the implications of post industrial economic transformation. As Managing Director of Verlion Pte Ltd, Singapore, she brings clients two areas of business expertise:

### **Value Creation for Stakeholders**

- Managing for Sustainable Stakeholder Value

### **New Business Models**

- Economic Transformation & the Post-Industrial Economy

Advisor to management of international companies as well as to start-ups, Maggie Gorse works with a wide range of industries on innovation projects, and has served companies in Europe, Africa and Asia with 30 years of practical consulting and executive training. As Consultant and professor, Maggie Gorse has developed several conceptual business designs to give innovators and entrepreneurs the guidelines to help them assess the impact of economic shifts on their business, and apply relevant Business Models for the launch of new products or activities.

She is active on the Advisory Boards of several start-ups and international associations.

Maggie Gorse keeps pace with intellectual developments in business through her role as visiting professor in the ESSEC Business School Executive MBA and other programs, teaching Finance and New Business Models, and has received the award «2014 Best External Professor » from the ESSEC Foundation Awards Committee. She also teaches Corporate Finance in the Executive MBA of Mannheim Business School, Germany, Entrepreneurship at the University of Geneva, Finance at SP Jain Singapore & Sydney Campuses, and was a guest lecturer at Fudan University, Beijing and Tongji University, Shanghai.

She is regularly invited to speak at international conferences, notably on economic transformation and new business models. As a member of TII (Technology Innovation International) she presents new concepts and runs workshops in international forums organized by that institution.

She has written numerous customized business case studies for corporations and universities, commissioned by clients in Aerospace, Telecommunications, Financial Services, Media and other fields, treating questions of risk management in innovative ventures, new business models assessment and design, and valuation of new projects.

She began her career with international loan syndication at Manufacturers Hanover Trust in New York, then pursued in Paris at IBM EMEA Headquarters with several positions at European headquarter level in Finance and Pricing over 15 years. She founded Gorse Analysts, an executive consulting and training company located in France over 25 years ago, with an international clientele in several sectors, before moving to Singapore with the creation of Verlion Pte Ltd.

Maggie Gorse received her MBA from Columbia University, New-York, with majors in Finance, International Business and Marketing, and was awarded Beta Gamma Sigma at graduation.

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