

Willem Peter de Ridder, PhD – biography

Willem Peter de Ridder is a futurist speaker, author and strategy consultant. As Director of Futures Studies, he supports organisations in exploring the future and formulating a future-proof strategy.

He published his most recent book, *Digital by Default*, on strategic management in the digital transformation in 2016. He also writes blogs on www.futuresstudies.nl, both in English and Dutch.

Willem Peter de Ridder held management and executive positions at BP and Aegon from 1994 to 2016 and has worked in the Netherlands, South Korea, Poland, the United Kingdom, Ireland and Germany. Each job's remit was innovation: either to solve a problem or to create something new.

He studied Business Economics and Modern Japanese Studies at Erasmus University Rotterdam from 1988 to 1994 and was awarded his doctorate degree from the University of Tilburg in 2006. His dissertation was titled "Risk management with added value. Action research into the introduction of operational risk management at an insurance company".