

## Willem Peter de Ridder, PhD – biography

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

He provides keynotes at conferences and staff meetings, gives strategy workshops for management teams and teaches in executive programs of the Erasmus University Rotterdam and TIAS, among others. He is also a supervisory board member with a strategy, finance and digital profile.

In 2016 his book "Digital by Default" on strategic management in the digital transformation was published and early 2020 his new book "Winning with artificial intelligence" will be released (in Dutch). He also writes blogs on [www.futuresstudies.nl](http://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.

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" (in Dutch).