

## Willem Peter de Ridder, PhD – biography

Willem Peter de Ridder is a futures researcher and strategy consultant. As director of Futures Studies, he supports organisations in exploring the future and formulating a future-proof strategy, in particular with regard to digital transformation and applications of artificial intelligence.

He gives keynotes at conferences and staff meetings, facilitates strategy workshops for management teams and teaches in executive and professional education programs of, among others, TIAS and the Erasmus University Rotterdam. In addition, he is a supervisory board member with a strategic, financial-economic and digital profile.

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

Willem Peter de Ridder held management and executive positions at home and abroad for BP and Aegon from 1994 to 2016. He has worked in the Netherlands, South Korea, Poland, the United Kingdom, Ireland and Germany.

From 1988 to 1994 he studied Business Economics and Modern Japanese Studies at the Erasmus University Rotterdam. In 2006 he obtained his PhD at the Tilburg University. His dissertation was entitled "Risk management with added value. Action research into the introduction of operational risk management in an insurance company" (in Dutch).