

Willem Peter de Ridder, PhD – biography

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

He facilitates strategy meetings for boards and management teams, gives keynotes at conferences and staff meetings and he teaches in executive education programs of TIAS and Erasmus University Rotterdam. In addition, he is 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 in 2020 his book "Winning with artificial intelligence" was released (in Dutch). He also writes blogs on 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 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 Erasmus University Rotterdam. In 2006 he obtained his PhD at Tilburg University.