

Dr. Willem Peter de Ridder - biography

Willem Peter de Ridder, PhD is the director of Futures Studies. As a Strategic Foresight consultant, he specializes in advising organizations on exploring the future and developing future-proof strategies, particularly in the areas of digital transformation and artificial intelligence.

He facilitates strategy meetings for boards and management teams, delivers engaging keynotes at conferences and staff meetings, and teaches in executive education programs at TIAS and the Erasmus Governance Institute. Furthermore, he holds non-executive/supervisory board positions, offering strategic, financial, and digital expertise.

In 2016, he published the book "Digital by Default" on strategic management in the digital transformation, and in 2020, "Winning with Artificial Intelligence" was released (both books are in Dutch).

Between 1994 and 2016, Willem Peter de Ridder held various management and executive roles at BP and Aegon in the Netherlands, Poland, the United Kingdom, Ireland, and Germany.

He studied Business Economics and Japanese Studies at Erasmus University Rotterdam from 1988 to 1994 and obtained his doctorate from Tilburg University in 2006. His dissertation was titled "Risk Management with Added Value: Action Research into the Introduction of Operational Risk Management at an Insurance Company."