

Dr. Willem Peter de Ridder - biography

Willem Peter de Ridder, PhD has been the director of Futures Studies since 2016. 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 (AI).

He delivers engaging keynotes at conferences and staff meetings, facilitates strategy meetings for boards and management teams, 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.

He is the author of the management books "Digital by Default" on strategic management in the digital transformation and "Winning with Artificial Intelligence" (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."