
Howard Yu



Prof. Howard Yu is a LEGO professor of management and innovation at the prestigious IMD Business School in Switzerland, and director of IMD's signature Advanced Management Program (AMP), a three-week executive course. He delivers customized training programs for major global companies, including ASML, Mars, Maersk, Electrolux, Daimler, Sanofi, Novartis and others. A native of Hong Kong with a doctoral degree from Harvard Business School, he writes regularly for Forbes, Fortune, Harvard Business Review, Sloan Management Review, and the South China Morning Post.

His 2018 book - ***LEAP: How to Thrive in a World Where Everything Can Be Copied*** won the Gold Medal at the 2019 Axiom Business Books Award for the Business Intelligence/Innovation category. It was also named as one of the Top 3 Business Books on Strategy by Strategy+Business and one of 10 Best Business Books of 2018 by Inc. Magazine.

Professor Yu is a two-time (2013 and 2015) prize-winning case writer awarded by the European Foundation for Management Development (EFMD)—Europe's largest network association in the field of management development, with more than eight hundred member organizations. He was selected as one of the world's top 40 business professors under 40 by Poets & Quants in 2015. Yu was also awarded for his work in the "outstanding case writer on the hot topic Big Data—Risks and Opportunities" category at the 2017 Case Centre Awards, which are called the business school Oscars by the Financial Times. He was shortlisted for the 2017 Thinkers50 Innovation Award, and then in 2018, appeared on the Thinkers50 Radar list, of 30 management thinkers "most likely to shape the future of how organizations are managed and led."

His teaching and research collaboration with organizations in Asia includes China's TravelSky, China Resources, COFCO, and Tencent; Japan's Nitto and Recruit Holdings; Singapore's Temasek. His work in Europe includes ASML, Daimler, Bosch, Electrolux, LEGO, Sanofi, and Novartis. Professor Yu received his doctoral degree in management from Harvard Business School. Prior to his doctorate, he worked in the banking industry in Hong Kong.