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CURRICULUM VITAE

WILLIAM G. PIETERSEN

Education

Rhodes University, South Africa, 1956-1960

BA, LL.B. (Law and Economics)

Oxford University, England, 1961-1963

MA (Jurisprudence)
Rhodes Scholar

Employment

Private legal practice, South Africa, 1963-1968

Unilever Group, 1968-1986

Marketing Management, South Africa and UK, 1968-1976
Managing Director, Van den Berghs, South Africa, 1974-1979
Managing Director, Van den Berghs, UK, 1979-1980
President, Foods Division, USA, 1980-1986

United Distillers Group, USA, 1986-1988

President, North America

Joseph E. Seagram & Sons, Inc., USA, 1988-1992

President, Seagram USA
President, Tropicana Products Inc.
Member, Office of the President

Sterling Winthrop, Inc., USA, 1992-1994

Executive Vice President
President, Consumer Health Group

Columbia Business School, 1996-Present

Associate Dean, Executive Education, 1996-1997
Professor, The Practice of Management, 1998

Publications And Presentations

Articles

- "The Future of Brands" (with Dr. Ian Morrison)
Institute for the Future, Corporate Associates Journal
Volume 5, Number 1, 1994
- "Innovation at Risk: The future of America's Research Intensive Industries"
(with Dr. Ian Morrison)
NY Academy of Sciences Policy Report, April 1997
- "The Mark Twain Dilemma: The Theory and Practice of Change Leadership"
Journal of Business Strategy, Sept/Oct 2002, pp. 32-37
- Featured in 360° (Merrill Lynch Leadership magazine): March 2007
- *Strategy As Learning* (European Business Review, July – Aug., 2010)

- *Defining Competitive Advantage: How Much More Value Do You Deliver Than Your Competitors?* (European Business Review, Sept. – Oct. 2010)
- *Translating Your Strategy Into A Compelling Leadership Message* (European Business Review, Nov. – Dec., 2010)
- *What Nelson Mandela Taught The World About Leadership* (Leader To Leader, Number 76, Spring 2015)
- *Von Clausewitz on War: Six Lessons for the Modern Strategist* (Columbia Ideas at Work, February 2016)
- *Six Things My Dog Taught Me About Leadership* (Columbia Ideas at Work, May 2016)
- *Outside-In Thinking: Crucial but Unnatural* (Leader To Leader, Number 81, Summer 2016)
- *Why Strategy is Everyone's Job* (Columbia Ideas at Work, November 2016)
- *Strategy is an Art of Sacrifice* (Columbia Ideas at Work, February 2017)
- *Learning How to Learn* (Columbia Ideas at Work, July 2017)
- *The Five Best Business Ideas of 2017* (Columbia Ideas at Work, February 2018)
- *Escaping the Tyranny of the Day-to-Day* (Columbia Ideas at Work, June 2018)
- *Learning How to Learn* (Financial Times, July 2018)
- *New Year's Resolution: Escape the Calendar* (Columbia Ideas at Work, December 2018)
- *Want a Breakthrough Idea? Take a Hike* (Columbia Ideas at Work, April 2019)
- *Why Strategy is in Trouble* (Columbia Ideas at Work, August 2019)
- *Leading Up: The Neglected Competency* (Columbia Ideas at Work, February 2020)
- *The Trust Factor* (Columbia Ideas at Work, April 2020)
- *How To Learn Our Way to Success* (Columbia Ideas at Work, May 2020)
- *The Power of Communicating Without Words* (Columbia Ideas at Work, August 2020)
- *The Truth About Priorities: Five is Probably the Wrong Number* (Columbia Ideas at Work, December 2020)
- *Five Dangerous Catchphrases That Lead Organizations Astray* (Columbia Ideas at Work, September 2021)

White Papers and Workbooks

- "Strategic Learning: A Leadership Process for Creating and Implementing Breakthrough Strategies," 2001
- "Columbia Insights for Executives: Strategy in Search of a Method," 2005

- “Manage Your Culture – Or be Managed by It”

- Strategic Learning Workbook: Frameworks and Templates which participants use on our programs to address the strategic challenges prescribed for them

- Leadership Development Workbook: Frameworks and Templates which participants use on our programs for their personal leadership development

TV Series: Summit Television, South Africa

- Strategic Learning as a Method for Creating and Implementing Breakthrough Strategies, 2005

- The Various Schools of Thought on Strategy, 2006

DVDs

- “Reinventing Strategy with Willie Pietersen”: A DVD of the television series (12 segments) which ran on Summit TV, a business channel, in South Africa in 2005. This series covered the Strategic Learning Process.

- “Alternative Strategy Methods”: A DVD of the television series (12 segments) which ran on Summit TV in South Africa in 2006. This series examined alternative methods for doing strategy and compared them with the Strategic Learning Process.

- “Reinventing Strategy with Willie Pietersen,” a 20 minute summary of the 2005 TV series, produced by the School and used by Executive Education for both educational and promotional purposes.

Books

- *Reinventing Strategy: Using Strategic Learning to Create and Sustain Breakthrough Performance*, John Wiley & Sons, 2002

- *Strategic Learning: How to be Smarter Than Your Competition and Turn Key Insights into Competitive Advantage*, John Wiley & Sons, 2010

Areas of Focus: Strategy, leadership of change, ethics, operating finance

Personal Married, two children

Outside Activities Strategy consulting and occasional seminars for various corporations