

Ivanka Visnjic

Ivanka Visnjic is an assistant professor of innovation at ESADE Business School and a research sponsor at the Cambridge Service Alliance, University of Cambridge. Before joining ESADE, Ivanka worked at the consulting firm McKinsey & Co and completed her PhD at Katholieke Universiteit Leuven in Belgium.

Her research, consulting and speaking activities are focused on innovative business models for established companies, such as the shift to services and solution business models, platform business models and disruptive business models. She has worked closely with the senior management of a number of global companies, including Atlas Copco, BAE Systems, Caterpillar, GEA, IBM, Pearson and Zoetis.

She has designed courses in the areas of creativity and innovation, I&R&D management, design thinking, business model innovation and service innovation. Ivanka has designed MBA and Executive Programs for participants from around the globe in industries such as pharmaceutical, industrial and financial services.

Ivanka has received an IBM Faculty Award as well as scholarships and awards from various academic institutions. Her research has been published in prestigious academic journals including the California Management Review, Journal of Operations Management and Journal of Product Innovation Management. She is a regular speaker at leading international conferences and writes reviews for several journals. Ivanka speaks fluent English, Serbian and Croatian and conversation level in French, Italian and Spanish.