



**Karolin Frankenberger**  
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Prof. Dr. Karolin Frankenberger is Ordinaria, Director of the Institute of Management & Strategy, and Academic Director of the Executive MBA program at the University of St.Gallen. Frankenberger received her diploma in Business Administration at the Catholic University of Eichstätt-Ingolstadt. She earned her doctorate at the University of St.Gallen in the field of strategy. During her PhD, she was also visiting PhD student at Harvard Business School and at the University of Connecticut. After receiving her doctorate, she switched to consulting and worked for McKinsey & Company worldwide for almost seven years. In 2011, she returned to the University of St.Gallen as a postdoctoral researcher at the Institute of Technology Management. In 2014 she was appointed assistant professor at the same institute. During this time, she was also the head of the Competence Center Business Model Innovation, which received worldwide acclaim under her leadership. From 2016 to 2018 she was chaired assistant professor of Strategic Management at the University of Lucerne.

Prof. Frankenberger's research focus is business model innovation, the (digital) transformation of companies, and sustainability. She deals with the question of how companies can develop and implement new business models and how they can successfully transform their company in order to remain sustainable in the market. Frankenberger has a strong publishing activity, both in academic and in practical terms. Particularly noteworthy are Karolin Frankenberger's article in the "Academy of Management Journal" and her book publications. Her book "The Business Model Navigator" has been translated into more than 10 languages and is regarded as one of the standard works of the Business Model Innovation Literature worldwide. She also frequently appears as a key note speaker at international conferences or corporate management events on the subject.