

Prof. Guido Baltes, Director / CEO, IST Institute for strategic innovation & technology management Lake Constance University

CV

Prof. Dr.-Ing Guido Baltes is Director of the IST Institute for strategic innovation & technology management at Lake Constance University in Constance, guest professor at the UIBE University of Beijing and the Rady school of management at the University of California San Diego.

As an expert in strategic transformation and innovation, he combines personal entrepreneurial and management expertise with internationally renowned research:

Guido Baltes was Head of Strategy & Marketing in executive team of one of Germany's Top3 IT service providers. As a (co-)founder, he has founded several start-ups, among others, Coliquio – the largest medical community in the German-speaking countries.

Since 2008, his research has been dealing with issues in organizational design with regard to strategic innovation and corporate entrepreneurship.

Based on his background and research, he supports companies in the implementation of innovation-oriented growth strategies and their digital transformation.



Case Study

Embedded entrepreneurial teams as a key to tackle the disruption challenge

- How embedded entrepreneurial teams can support organizations in tackling disruptive market contexts
- How to implement entrepreneurial innovation initiatives successfully
- How to identify an entrepreneurial leader for an entrepreneurial initiative

Session

Tackling the disruption challenge: Successfully managing the balance between traditional core and innovation

- For leveraging disruptive transformation as an opportunity, firms need to implement the dynamic capability to simultaneously optimize their traditional core and build radically new businesses
- The challenge here is handling the ambidexterity involved, new methods of management and leadership apply as management has to cope with increased complexity
- The key note addresses small agile units, “embedded entrepreneurial teams”, as one way to tackle this challenge and implement ambidexterity within the organization, management methods and tools as well as successful cases will be discussed