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Top Skills

Business Strategy
Management Consulting
Executive Development

Colin Edward Egan

Management Academic & Business Advisor
United Kingdom

Summary

Colin is Principal Consultant of Nexus Knowledge, a management development practice engaged in the design and delivery of organizational transformation programmes & business education initiatives. He is also Academic Director of Strategic Management Think Tank, a small independent publishing imprint exploring global business and marketing strategies in developed and emerging markets.

Between 2007-2015 Colin was Visiting Academic at Warwick Business School (WBS) where he taught Core and Elective MBA international business and marketing courses and supervised Masters' theses. From 2008-2013 he was Coca-Cola Professor of Marketing and General Management Program Director at IEDC - Bled School of Management, Slovenia, and before this Professor of Strategic Management at Leicester Business School, De Montfort University between 1995 and 2007.

He has worked as an economics and business advisor to large corporations, providing consultancy and delivering in-house executive development programmes for companies including BP, Castrol, IBM, Philips, Reed Elsevier and YKK. He has also worked with Small and Medium-sized Enterprises (SMEs), primarily in partnership with organizations such as the Chartered Institute of Marketing and various chambers of commerce.

Experience

Nexus Knowledge
Management Academic & Business Advisor
October 1988 - Present (32 years 7 months)
Global

Long Term Corporate Clients (engagements of 3 or more years)

- Royal Philips International
- IBM
- Castrol
- BP
- YKK
- Reed Elsevier
- Tata Steel
- Premier Foods
- Coral
- Chartered Institute of Marketing

Awards:

- Nominated for BP Helios Award, 2005: BP E&P DCT Global Management Development Programme.

University Clients

- Warwick Business School, University of Warwick, UK
- Hong Kong University of Science and Technology (HKUST)
- SKOLKOVO, Moscow School of Management, Moscow, Russian Federation
- Rotterdam School of Management, Erasmus University, Rotterdam, Netherlands.
- IEDC - Bled School of Management, Slovenia.
- Danube Business School, University of Krems, Austria
- International University of Monaco, Monaco.
- Duke CE (Faqua School of Business / London School of Economics Joint Venture, UK).
- Cranfield School of Defence Management, Cranfield University, UK
- Aston Business School, University of Aston, Birmingham, UK.

International Experience:

- Courses, workshops, seminars, masterclasses, think tanks, tutorials, speaking engagements and consultations have been delivered in 46 countries.

Sector Experience:

- Consumer (FMCG/Durable); Education; Financial Services; Industrials; Medical & Pharmaceuticals; Oil & Gas; Public Sector; Publishing; Retailing; Service Industries; Technology & Electronics.

University of Warwick - Warwick Business School

Various Titles

June 2007 - September 2015 (8 years 4 months)

Coventry, United Kingdom

Strategy and International Business Group

- MSc Teaching: Environment of Business; International Business; Global Business Strategy

Marketing and Strategic Management Group

- MBA & MSc Teaching: Market Analysis, Marketing Strategy, Integrated Marketing Communications, International Marketing,

Awards:

- 'Outstanding MBA Teacher': 2006/2007; 2007/2008; 2008/2009; 2009/2010; 2010/2011
- 'Outstanding MSc Teacher': 2009/2010

MSc and MBA Thesis / Dissertation Supervision

Executive Education Teaching

IEDC - Bled School of Management

Professor of Marketing and Strategic Management, Coca-Cola Chair in Marketing

September 2008 - December 2013 (5 years 4 months)

Bled, Slovenia

De Montfort University

Professor of Strategic Management

October 1995 - September 2007 (12 years)

Leicester, United Kingdom

University of Warwick - Warwick Business School

Lecturer in Marketing and Strategic Management

October 1990 - September 1995 (5 years)

Coventry, United Kingdom

Bradford Management Centre, University of Bradford

Teaching Fellow in Marketing and International Business

October 1988 - September 1990 (2 years)

Independent

Student & Entrepreneur

January 1980 - September 1988 (8 years 9 months)

Multiple Locations

Student:

- Full Time MBA Programme, Bradford Management Centre, University of Bradford, UK
- Doctoral Programme, Bradford Management Centre, University of Bradford, UK
- Doctoral Programme, Trinity College, University of Dublin, Ireland

Entrepreneur:

- Milk Distributor; Wholesale Newspaper Distributor
- Video Projection Equipment Importer (manufacturer's agent)
- Assistant Bar Manager; 'Professional' (!?) DJ
- Bar, Restaurant and Night Club Operator

Education

Bradford University School of Management

Master of Business Administration (MBA), Business Policy & Strategic Management · (1987 - 1988)

Cardinal Hinsley Grammar School