



**International Advisor for Strategic Management  
Business Thought Leader**

Kjell A. Nordström is one of the world's most sought-after lecturers. As an expert on multinational organizations, he represents clear thinking in uncertain times. For more than three decades, he has examined how global forces reshape companies, markets, and societies, translating these shifts into concrete strategic implications for leaders.

Trained as an economist and holding a doctorate, Nordström has built his academic work around corporate strategy, multinational corporations, and globalization. Early in his career, he conducted field research in Lahore and Beijing, gaining first-hand insights into emerging markets at a time when global integration was accelerating. Following the fall of the Soviet Union, he monitored and supported reconstruction processes in countries such as Ukraine — experiences that sharpened his perspective on systemic change and institutional transformation. Since the 1990s, Nordström has worked closely with multinational companies across industries, advising senior leadership teams and supporting organizations through both expansion and crisis. His analyses draw on continuous observation of global market movements and long-term structural trends.

Nordström is also widely known as a business author. His first book, *Funky Business – Talent Makes Capital Dance*, co-authored with Jonas Ridderstråle, became an international bestseller, translated into 32 languages, and ranked among the most influential business titles of its time. It remains a reference point in discussions about talent-driven competition and corporate renewal. He has since published additional books and numerous articles on the internationalization of firms and the evolution of global business. In 2007, the Thinkers50 ranking of management thinkers placed Nordström and Ridderstråle among the world's leading voices - recognition that reflected both intellectual influence and practical relevance. His work bridges macroeconomic shifts with the daily realities of corporate decision-making.

On stage, Nordström combines analytical depth with clarity, mapping out scenarios, outlining consequences, and encouraging audiences to think independently. His lectures are grounded in research, informed by international experience, and defined by a precise understanding of how multinational organizations operate. His contribution lies in sharpening perspective, helping companies position themselves with greater awareness in an increasingly interconnected world.

**Topics (Selection):**

- Creating and Defending Competitive Advantages
- Innovation
- Multinational Corporations, Recipes and Global Tribes
- Talent Makes Capital Dance
- The Ultramodern Multinational: Strategies, Structures and Leadership

**Publications (Selection):**

- *The Monkey and the Money*, 2023
- *Corona Express - An Essay on Time Travel*, 2020
- *Funky Business Forever*, 2008
- *Funky Business*, 2000