

## Contact

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[colinedwardegan.com](http://colinedwardegan.com) (Personal)  
[www.nexusknowledge.co.uk](http://www.nexusknowledge.co.uk) (Company)  
[www.outsidefortresseurope.eu](http://www.outsidefortresseurope.eu) (Blog)

## Top Skills

Business Strategy  
Management Consulting  
Executive Development

# Colin Edward Egan

Management Academic & Business Consultant

## Summary

Colin is Principal Consultant of Nexus Knowledge, an organizational & executive 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 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 prior to this Professor of Strategic Management at Leicester Business School between 1995 and 2007. He was Joint Academic Director of the IBM Marketing University between 1994-2002 and Principal Consultant & Academic Director of the BP Sales and Marketing Academy between 2002-2006.

Colin is the author of the Global Business Strategy (GBS) Blog, a limited-series weekly updated commentary combining extracts from his current book, 'Outside Fortress Europe: Strategies for the Global Market', with analysis of current international business issues and the challenges which these present to companies designing and/or managing global business strategies during an extraordinary period in the history of globalization. The first posts commenced on 1st March 2019 and the Blog was updated every Friday at noon. The final entry of this series was posted on 3rd May 2019 and a peer-reviewed curated compilation has been published: 'The Global Business Strategy Album'.

A 'Bonus Track' essay on this album was added on 1st February 2020: 'Be careful what you wish for. International Trade is a two-way street'.

To view the inaugural post which outlines the objectives, philosophy and scope of the GBS Blog along with The Global Business Strategy Album, please navigate to [www.outsidefortresseurope.eu](http://www.outsidefortresseurope.eu) via the Contact Info. Comprehensive details of Outside Fortress Europe: Strategies for the Global Market are provided at this site.

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## Experience

### Nexus Knowledge

Management Academic & Business Consultant

October 1988 - Present (31 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, 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

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## Education

Bradford University School of Management

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

Cardinal Hinsley Grammar School