

## Contact

+44 (0)7402 369 292  
colinedwardegan@outlook.com  
colinedwardegan.com

outsidefortresseurope.com

britishbusinessmanifesto.com

## Top Skills

Business Education  
Executive Development  
Innovation  
International Business  
Management Consulting  
Strategic Management

# 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. Its first major initiative was the [Outside Fortress Europe Research Project](#). This led to the 2018 book *Outside Fortress Europe: Strategies for the Global Market*. (A new edition is scheduled for publication in October 2021). A second book from the project, *British Business Manifesto: Strategies for Profitable Growth*, is scheduled for publication in January 2022.

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 Chair, Professor of Marketing and Strategic Management 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.

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## Experience

Nexus Knowledge

## Management Academic & Business Advisor

October 1988 - Present (32 years 10 months)

Global

### University Clients

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

### Awards

WBS 'Outstanding MBA Teacher': 2006/2007; 2007/2008; 2008/2009; 2009/2010; 2010/2011.

WBS 'Outstanding MSc Teacher': 2009/2010.

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

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

### Award

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

### International Experience

Courses, workshops, seminars, masterclasses, think tanks, tutorials, speaking engagements and consultations 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.

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 University School of Management

Teaching Fellow in Marketing and International Business

October 1988 - September 1990 (2 years)