

NADER T. TAVASSOLI

Nader Tavassoli (www.nadertavassoli.com) is professor of marketing at London Business School (www.london.edu), where he is Academic Director of the Leadership Institute, Faculty Advisor of LBS Publishing, and a recipient of the prestigious Excellence in Teaching Award, (<https://publishing.london.edu/>). Nader founded the LBS Behavioural Research Lab and the LBS-Walpole Luxury Management Programme. Previously, from 1995 to 2002, he was on the faculty of the MIT Sloan School of Management where he was faculty director of the entrepreneurship programme and founding director of the e-business programme. He received his doctorate from Columbia Business School.

For more than 30 years, Nader has advised and taught organisations ranging from internet and high-tech start-ups to over 30 Global Fortune 500 companies. He has helped define brands' purpose, DNA and portfolio strategy; served as an expert witness in brand disputes, representing celebrities, multi-nationals, and countries; provided brand due diligence in M&A; designed and directed brand and digital transformation academies for several global companies; is an award-winning case writer; and launched Coursera's first massive open online course (MOOC) on brand management that has been followed by over 420,000 participant in over 170 countries (<https://www.coursera.org/learn/brand>).

Nader is a globetrotter and has lived in Australia, England, France, Germany, Spain and the USA.

