

Dr. Willy Sussland is the author or the co-author of well over a half a dozen business-books that build on (1) consulting with senior management (2) lecturing post-graduate MBAs (3) ascending positions with multinational corporations.

(1) Dr. Sussland started his consulting career with Arthur D. Little based in Europe and then in the USA. His assignments concerned business-strategy and marketing strategy in Europe, North America, and Latin America. As a Vice President of Business International, he acted as an advisor to CEOs and to senior executives of multinational corporations. Then, as an independent consultant, he worked also for large consultancies.

(2) A member of the faculty of the University of Geneva, he lectured post-graduates on strategic management. Then, as a member of the faculty of the Swiss Federal Institute of Technology Lausanne "EPFL" (Switzerland), Dr. Sussland lectured post-graduates on a program that combined strategic management and Total Quality Management. He also lectured this program at the Ecole nationale ponts et chaussées, Paris (France).

(3) His positions with high-tech multinationals include: manager Eastern Europe Area, Corning International based in Europe and then at the US; manager distributor sales Western Europe, Middle East, Africa, Exxon Office Systems based in Geneva (Switzerland).

Dr. Sussland's business books include: "The Platform of Agile Management, and the Program to Install It", Routledge 2017; "The Platform of Open Management", Beijing Xingshengle 2016; "The Innovative Enterprise", Create Space 2014; "Innovate out of Crisis", Create Space 2010 ; "Essentials of Logistics and Management" (co-author), EPFL Press 2002 & 2007; "Connected", Thomson Publishing 2000. Earlier, he published two business books in French. Dr. Sussland published a string of papers in English and in French.