



## Annabelle Gawer

**Pioneer of International Stature on Digital Business Strategy and Platform Ecosystems**

*"A pioneering expert on digital platforms"*

A world-class academic and pioneer in platform strategy, Annabelle Gawer is a thought-leader and expert advisor on the business of digital platforms and platform-based innovation ecosystems, Anabelle is the author of articles and books on platforms. Her 2021 study *Online Platforms: Economic and Societal Effects* was published by the European Parliament.

### TOPICS:

- Development of Innovative Business Ecosystems
- Digital Business Strategy
- Digital Economy
- Platforms

### LANGUAGES:

She presents in English.

### PUBLICATIONS:

- 2019** The Business of Platforms: Strategy in the Age of Digital Competition, Innovation, and Power
- 2011** Platforms, Markets and Innovation
- 2002** Platform Leadership

### IN DETAIL:

Prof Gawer's research has been featured in *The Financial Times*, *the BBC World Service*, *the Economist*, *The New York Times*, *Wall Street Journal* amongst many others. Her Google Scholar profile indicated over 12500 citations as of March 2021. Prof Gawer has advised the European Commission on the regulation of online platforms as an Expert Member of the European Commission's Observatory of the Online Platform Economy (2018-2021). She has also advised the UK Parliament House of Lords, the UK Government, and the OECD. She regularly consults for major international corporations on platform and ecosystem strategy.

### WHAT SHE OFFERS YOU:

Professor Gawer is regularly invited to address international academic and business audiences. She is a regular keynote speaker at international conferences such as the Davos World Economic and has a wealth of experience covering the topics of teaching of strategy, high-tech strategy, digital platforms economics, and strategy and innovation. and ecosystem strategy.

### HOW SHE PRESENTS:

Annabelle Gawer has the unique ability to communicate with audiences in a way that provokes, motivates and inspires them.