

17th St.Gallen Public Lecture in Singapore



University of St.Gallen

St.Gallen Institute of Management in Asia



University of St.Gallen

HSG Alumni

Dear Friends and Supporters of the University of St.Gallen in Singapore,

The St.Gallen Institute of Management in Asia and  
the Alumni of the University of St.Gallen in Singapore  
invite you to the

**17th St.Gallen Public Lecture**

by

**Prof. Dr. Karolin Frankenberger**

**Professor of Strategy and Innovation at the University of St.Gallen**

on the interesting and highly relevant topic of

**"The Digital Transformer's Dilemma –**

**How to energize your core business while building disruptive products and services"**

**Date:**

**22 June 2022, Wednesday**

**Venue:**

**SMU Administration Building  
Admin Executive Media Theatre  
81 Victoria Street Level 5  
Singapore 188065**

**Registration:**

**6:00 pm**

**Start of Lecture & Discussion:**

**6:30 pm**

## Abstract

Why do so many transformations fail and how can we avoid it? The "Digital Transformer's Dilemma" describes the difficult balance companies are facing during transformations: establishing a radically new business while successfully continuing the existing business. In this lecture Prof. Dr. Karolin Frankenberger will explain how companies can successfully master the dilemma and strive for a successful future. Building on the unique St. Gallen teaching approach, the lecture will be based on theoretical insights and validated on interesting case examples from around the globe.

## Speaker



Prof. Dr. Karolin Frankenberger is a full Professor of Strategy and Innovation at the University of St.Gallen, Switzerland, where she is also Director of the Institute of Management and Strategy and the Academic Director of the Executive MBA. Prior to her academic career, Karolin worked for seven years at McKinsey & Company. Her research, which focuses on the topics of (digital) business transformation, ecosystems, business model innovation, and circular economy has won several prestigious awards and appears regularly in top-tier academic and practitioner-oriented journals, such as Harvard Business Review or the Academy of Management Journal. Her co-authored book *The Business Model Navigator* has become an international bestseller and is known as a standard reference in business model innovation literature. Karolin has also founded a spin-off, is an international renowned keynote speaker and supports company leaders from numerous industries worldwide in their strategy and innovation challenges. Karolin holds a PhD with highest distinction from the University of St.Gallen and was a visiting PhD student at Harvard Business School and the University of Connecticut. She and her husband are parents to two children.

## Registration

Please confirm your presence at this [link](#) or email us at [singapore@unisg.ch](mailto:singapore@unisg.ch) by **17 June 2022**.

As this is a public lecture, you may forward this invitation to any interested party.

However, as seats are limited, entry is limited to pre-registered guests on a first come first serve basis.

We look forward to seeing you at the event!

*Please be notified that pictures will be taken during the event for publications on our website, newsletters and printed publications.*