

Stephan M. Liozu, Ph.D.

Agent of Disruption – www.stephanliozu.com



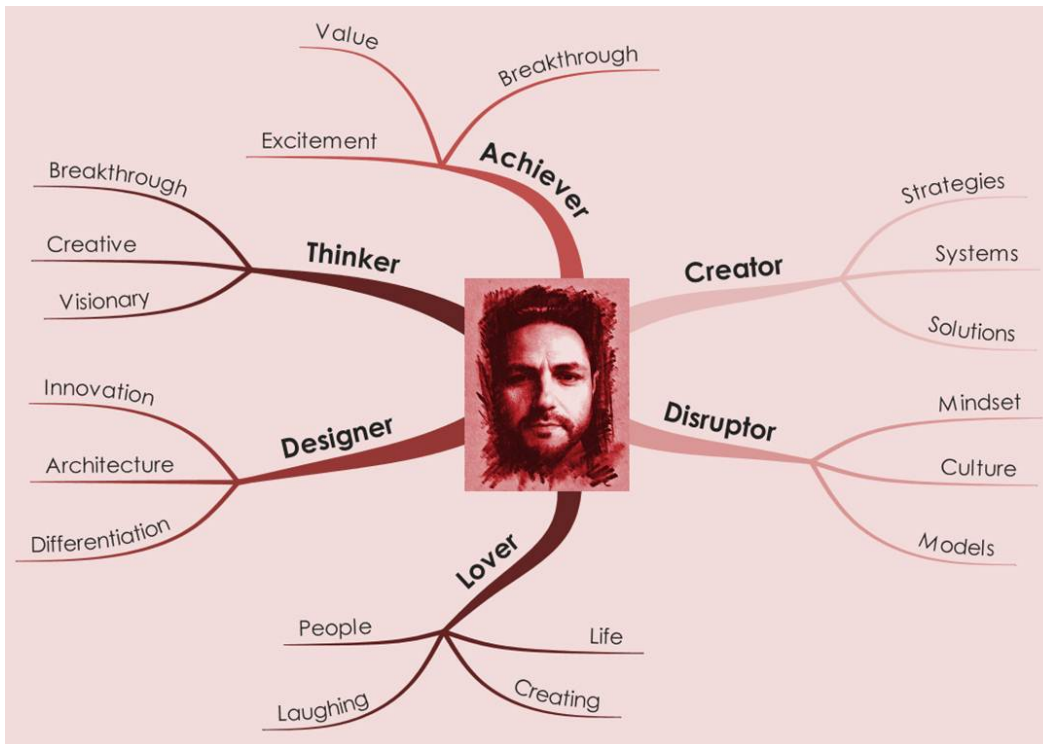
Stephan Liozu specializes in disruptive approaches in strategy, leadership, innovation, pricing and value management. He is a designer, a disruptor, and an energizer.

Stephan has over 20 years of global business experience. He has worked for both Fortune 500 companies and family-owned businesses. Most recently he served as President & CEO at ARDEX Americas. He was voted 2012 CEO of the year for mid-sized companies in the Pittsburgh area and was widely recognized as a community leader sitting on boards of various non-for-profit organizations. Stephan's specialties are in the design and execution of unique innovation strategies, differentiated business strategies, and innovative leadership programs. Stephan moderates brainstorming, mind mapping and creativity sessions with executives, partners and customers to generate ideas, value models, value propositions and innovation strategies.

Stephan holds an MBA in Marketing from Cleveland States University (1991), a European Master degree from Toulouse IAE School of Management in France with a major in Innovation Management (2005). He earned a Ph.D. in Management from the Weatherhead School of Management at Case Western Reserve University (2013).

Over the past few years, Stephan published academic articles in the Journal of Revenue & Pricing Management, Management Decision, the Journal of Business Strategy, MIT Sloan Management Review, and Industrial Marketing Management as well as in the Journal of Strategic Marketing. He has also written several articles on strategic pricing issues for the Journal of Professional Pricing and is a regular presenter at Professional Pricing Society conferences in Europe and North America as well as the Strategic Account Management Association conferences. He authored two books, *The Pricing Journey* and *Pricing and Human Capital*. He also co-edited three books, *Innovation in Pricing – Contemporary Theories and Best Practices* (2012) and *The ROI of Pricing* (2014), and *Pricing and the Salesforce* (2015).

Stephan is Assistant Professor of management and Strategy at Chatham University in Pittsburgh, PA. He is a frequent guest lecturer at Toulouse School of Management, EM Lyon, University of Rochester, Wayne State University, Carlow University, University of Lugano, University of Pittsburgh, Chatham University, LaRoche College, and Carnegie Mellon University where he teaches innovation management, pricing and value management, breakthrough leadership, change management and global business strategies.



Examples of Presentation Topics:

- 1) Disrupt Yourself or be Disrupted: Health Care Change Ahead
- 2) The Case for Mindful and Breakthrough Leadership
- 3) Designing and Executing a Learning Philosophy in Organizations
- 4) Managing Complexity to Create Differentiation
- 5) Transforming Organizations Towards Innovation Excellence
- 6) "It is the People, Stupid!": Why People are Your Greatest Assets!
- 7) All Customers are not Created Equal: The Case for Segmentation
- 8) Are you Capturing the Value of Your Innovation?
- 9) Value-based Pricing: How to Get Started and How to Succeed
- 10) Are you Paying Enough Attention to your Business Model? The Case for Strategic Renewal

Stephan's Relevant Certifications:

Global Innovation Management Institute, Level 4: Innovation Leader (2014)
 Approved Vistage® speaker (2013)
 Master Customer Value Modeler (CVM™) (2013)
 Change Management Certification – Prosci® (2013)
 ThinkBuzan® Licensed Instructor - iMindMap® (2012)
 Certified Pricing Professional (CPP) (2009)
 Certified Facilitator for DDI Learning Systems (2009)
 Breakthrough Thinking (Gap International ECC 2007)
 Six Sigma Green Belt (2007)

Some Client references: JD Irving (transport & logistics), Smart Technologies (IT equipment & services), Kennametal (diverse industries), TE Connectivity (automotive), Manheim Automotive (automotive & e-commerce), Michelin (tires), Thales (radar systems), Braskem (petrochemicals), Evonik (chemicals), Professional Pricing Society (services), Lanxess (chemicals), Pros Pricing (software), and Advanced Polymer Technologies (coatings), Asomercadeo (services), OMI (software), Seubert (health care), American Seed Association, Pets International Association.

For more information, please visit www.stephanliozeu.com.