



Internationally acclaimed Blue Ocean Strategy, Innovation Management and Leadership Expert Dr. Zunaira Munir inspires audiences to 'Make Competition Irrelevant.' A sought-after speaker, trainer, and business consultant she challenges companies to look beyond just surviving. She presents Blue Ocean Strategy as a learnable skill for systematically innovating.

As the founder and Managing Director of international Blue Ocean Strategy consulting firm Strategize Blue (San Diego, CA) she has helped industry giants Intel, Coca Cola, Hewlett Packard, T-Mobile, Honeywell, AUTODESK, Virbac, RJ Reynolds, DataPath and many more to create wealth and sustainable growth. A distinguished business executive she helped lead her family-business Clary Business Machines to one of the fastest growing privately held companies in the US in 2008 and 2009.

A polished presenter, Zunaira's unique gift to connect with each audience member stems from her fascinating multidisciplinary and multicultural view. She has lived, studied and worked in Asia, Europe and the United States. An active Senior Global Blue Ocean Strategy Network Member she works directly under international best-selling Blue Ocean Strategy authors W. Chan Kim and Renee Mauborgne on cutting-edge research, projects and initiatives worldwide.

Her book "Key Concepts in Innovation" published by Palgrave McMillan transforms the complexities of innovation into clear terminology for both students and practitioners in the field. Dr. Munir's widely published articles have been featured in China Business Review, International Review of Business and Research, the PDMA Research Forum and many others.

Difficult to ignore the global impact of Blue Ocean Strategy on the business and strategy world sh...

Zunaira Munir

Speech Topics

- Teambuilding
- Leadership
- Change

