

## Professor Eddie Obeng PhD, MBA

Described by the Financial Times as a '*leading revolutionary*' and '*agent provocateur*', Eddie is a professor at the School of Entrepreneurship and Innovation at the Henley Business School, founder and Learning Director of Pentacle The Virtual Business School, and a leading business theorist, innovator and educator.

**"The Rock Star of Business Education"** Duke Corporate Education

He is the author of ten books including two Financial Times bestsellers and the ever popular *All Change!* Eddie writes on a wide range of subjects connected by the themes of adapting for change, leadership, innovation and organisation. His books offer insights into the most effective ways to address the rapidly-changing, disruptive environments in business, society and culture today. His writing and teaching and concepts have been incorporated in 40% of the FT100.

**"His books are an antidote to the dryness of much managerial theorising. Old World they are not!"** Financial Times

Known as a pioneer in digital transformation, design thinking and organisational agility, he provides a no-nonsense overview about how traditional rules of doing business no longer apply while offering extensive guidance to reach new heights in fast-changing business environments. He is a regular speaker at TED, Thinking Digital, Poptech, Google Zeitgeist, USI, Communitech and Gartner Conferences.

**"The remarkable Eddie Obeng"** Chris Anderson TED

Eddie was one of the first to recognise that traditional processes, face-to-face working and software solution add-ons can never deliver solutions needed in a volatile and uncertain globally competitive world. He invented [QUBE](#) to solve this. QUBE combines new behaviours in collaboration with tools specifically developed for fast ease of use within a modern productive culture. QUBE has been adopted by a wide range of organisations including, Danone, JDE, Dentsu Aegis Network and the UK National Health Service for day-to-day working, Project delivery and Learning and Development.

**"QUBE, an innovative virtual world from Pentacle The Virtual Business School"**  
Financial Times

Eddie was educated at Cranleigh School, at University College London, where he earned a double first in chemical and biochemical engineering, and Cass Business School. He was granted 2 patents during his engineering career at Shell International and achieved a European award for energy efficient design at Unilever before moving to Ashridge in 1987 where he became the youngest Executive Director of a European Business School. In 2011 Eddie won the Sir Monty Finniston Award for lifetime achievement by The Association for Project Management for his contributions to the study and practice of Project Management. As a board member of the UK Design Council setting design strategy for the UK, Eddie contributed to the development of the world famous 'Double Diamond' Design Thinking model. His 4 box "Innovation Sparq" model is the framework for all the UK's strategic investment in innovation. He is also a helicopter pilot.