

## Stephan M. Liozu, Ph.D.

[www.stephanliozu.com](http://www.stephanliozu.com)

**Monetization – Value-based Pricing – Pricing Strategy – Digital Pricing**



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

Stephan has over 30 years of global business experience. He has worked for both Fortune 500 companies and family-owned businesses. Stephan's specialties are in the design and execution of unique value and pricing strategies, differentiated digital strategies, and progressive digital programs (subscription and usage-based). Stephan moderates brainstorming, mind mapping and creativity sessions with executives, partners, and customers to generate ideas, data monetization models, customer value models, customer value propositions and monetization strategies.

Stephan holds an MBA in Marketing from Cleveland States University (1991), a M.Sc. 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 authored 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.

Stephan authored seven books: *The Industrial Subscription Economy* (2022), *B2G Pricing* (2020), *Monetizing Data* (2018), *Value Mindset* (2017), *Dollarizing Differentiation Value* (2016), *The Pricing Journey* (2015) and *Pricing and Human Capital* (2015). He also co-edited seven books: *Monetizing and Pricing Sustainability* (2023), *Digital Pricing Strategies* (2023), *Pricing: The New CEO Imperative* (2021), *Pricing Implementation* (2019), *Pricing and the Salesforce* (2015), *The ROI of Pricing* (2014), and *Innovation in Pricing – Contemporary Theories and Best Practices* (2012 & 2017). Stephan sits on the Advisory Board of the Professional Pricing Society. He is a Senior Advisor to the BCG Pricing Practice and to BlackWinch, the As-a-service experts.

Examples of Keynote Topics:

- 1) Is it Time to Rethink your Pricing Strategy?
- 2) Pricing: The New CEO Imperative
- 3) Manage your Pricing Power with Intention and Attention
- 4) Are you Capturing the Value of Your Innovation?
- 5) Value-based Pricing: How to Get Started and How to Succeed
- 6) Make Customer Value Management a Strategic Priority for Your Business
- 7) Understanding and Leveraging Your True Differentiation

Stephan's Relevant Certifications:

**Value Black Belt (VBB®)** (DecisionLink – 2021)  
**Certified Digital Platform Designer** (PDT – 2020)  
**Certified IoT Professional** (IoT-Inc. - 2019)  
**Certified Black Hat Coach** (Thales - 2018)  
**Certified Pricing-to-Win Shipley Instructor** (2017)  
**Business Model Innovation Coach** (Strategyzer - 2016)  
**Certified Innovation Leader - GIMI/IXL** (2014)  
**Prosci® Change Management Certification** (2013)  
**ThinkBuzan® Licensed Instructor - iMindMap®** (2012)  
**Certified Pricing Professional (CPP) (2009)**  
**Certified Facilitator for DDI Learning Systems** (2009)  
**Breakthrough Thinking** (Gap International ECC 2007)  
**Freudenberg Six Sigma Green Belt** (2007)

Client references: ABB ( Industrials), JD Irving (transport & logistics), 3M (industrial), Shell (lubricants), Vallourec (Oil & Gas), Smart Technologies (IT equipment & services), Infineon (Space), Airbus (Software), Sonae Arauco (Building materials), BA Glass (glass), Kennametal (diverse industries), TE Connectivity (automotive), Michelin (tires), Manheim Automotive (automotive & e-commerce), Thales Group (technology), Braskem (petrochemicals), Evonik (chemicals), Sonae Arauco (wood), Infineon (power), Professional Pricing Society (services), Lanxess (chemicals), Vendavo (software), Advanced Polymer Technologies (coatings), Asomercadeo (services), OMI (software), Seubert (health care), Maxio (SaaS), Classy (SaaS), Vendavo (SaaS), Relayr (IIoT), Zuora (SaaS), American Seed Association, Pets International Association.

For more information, please visit [www.stephanliozu.com](http://www.stephanliozu.com) and [sliozu@gmail.com](mailto:sliozu@gmail.com).