

## Stephan M. Liozu, Ph.D.

Agent of Disruption – [www.stephanliozu.com](http://www.stephanliozu.com)



Stephan Liozu specializes in disruptive approaches in strategy, digital, leadership, 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 Fortune 500 companies, family-owned businesses, and digital startups. 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, value models, value propositions and innovation strategies.

Stephan holds an MBA in Marketing from Cleveland States University (1991), a European master's 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 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 five books: *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 is an Adjunct Professor & Research Fellow at the Case Western Research University Weatherhead School of Management. 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, Arizona States University, 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:

Certified Platform Design Toolkit Facilitator (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)  
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)

Some Client references: JD Irving (transport & logistics), 3M (industrial), Shell (lubricants), Vallourec (Oil & Gas), Smart Technologies (IT equipment & services), Infineon (Space), Airbus (Software), Sonae Arauco (Building materials), Kennametal (diverse industries), TE Connectivity (automotive), Michelin (tires), Manheim Automotive (automotive & e-commerce), Thales (radar systems), Braskem (petrochemicals), Evonik (chemicals), Professional Pricing Society (services), Lanxess (chemicals), Vendavo (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.stephanlioze.com](http://www.stephanlioze.com).