

## Contact

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## Website

[colinedwardegan.com](http://colinedwardegan.com)

## Book Websites

[tenyears.co.uk](http://tenyears.co.uk)

[outsidefortresseurope.com](http://outsidefortresseurope.com)

[smebusinessmanifesto.com](http://smebusinessmanifesto.com)

## Top Skills

Business Education

Economics Advisor

Executive Development

Innovation

International Business

Management Consulting

Marketing

Strategic Management

# Colin Edward Egan

Management Academic and Economics Advisor  
United Kingdom

## Summary

Colin Edward Egan is a management academic and economics advisor who researches globalisation dynamics and their implications for business and society. He is the principal consultant and academic director of **Nexus Knowledge**, an executive development practice that designs and delivers organisational transformation programmes and business education initiatives for companies and leading international business schools.

In an academic career spanning three decades, he has worked exclusively with post-experience education participants studying for MSc, MBA, DBA, and PhD qualifications. He also works as an economics and business advisor to large corporations, providing consultancy and delivering in-house executive development programmes for the Strategic Business Units (SBUs) of companies, including BP, Castrol, IBM, Philips, Reed Elsevier (RELX), and YKK. Additionally, he has worked with many Small and Medium-sized Enterprises (SMEs), primarily in partnership with organisations such as the Chartered Institute of Marketing and various chambers of commerce.

Between 2007 and 2015, Colin was Visiting Academic at Warwick Business School (WBS), UK, where he taught Core and Elective MBA international business and marketing courses and supervised Master's theses. From 2008 to 2013, he was Coca-Cola Chair, Professor of Marketing and Strategic Management at IEDC – Bled School of Management, Slovenia, and before this, Professor of Strategic Management at Leicester Business School, De Montfort University, UK. He was Joint Academic Director of the IBM Marketing University between 1994-2002 and Principal Consultant, Academic Director, and Faculty Manager of the BP Sales and Marketing Academy between 2002-2008. He was nominated for the coveted BP Helios Award for his work on management development in the company. During his tenure as Visiting Academic at Warwick Business School, he received the 'Outstanding MBA/MSc Teacher Award' on six occasions.

In recent years, he has been Visiting Faculty at several leading international academic institutions, delivering Executive MBA Marketing and Global Strategic Management courses at:

- Hong Kong University of Science and Technology (HKUST), Hong Kong.
- Rotterdam School of Management, Erasmus University, The Netherlands.
- International University of Monaco (IUM), Monaco.
- Danube Business School, University of Krems, Austria.
- SKOLKOVO (Moscow School of Management), Russian Federation.

Colin is currently researching post-MBA education programmes and qualifications, examining the motivations of individuals pursuing further academic and professional development, especially for formal degrees such as a Doctor in Business Administration (DBA).

# Experience

## Nexus Knowledge

Management Academic and Economics Advisor.

October 2000 – Present.

**Global.**

### University Clients

- Aston Business School, University of Aston, Birmingham, UK.
- Cranfield School of Defence Management, Cranfield University, UK.
- Danube Business School, University of Krems, Austria.
- Duke CE – Faqua School of Business/London School of Economics (Joint Venture), UK.
- Hong Kong University of Science and Technology (HKUST), Hong Kong.
- IEDC – Bled School of Management, Slovenia.
- International University of Monaco (IUM), Monaco.
- Oxford University.
- Rotterdam School of Management, Erasmus University, Rotterdam, Netherlands.
- SKOLKOVO, Moscow School of Management, Moscow, Russian Federation.
- Università IULM, Milan, Italy.
- Warwick Business School (WBS), University of Warwick, UK.

### *Awards*

- WBS 'Outstanding MBA Teacher': 2006/2007; 2007/2008; 2008/2009; 2009/2010; 2010/2011.
- WBS 'Outstanding MSc Teacher': 2009/2010.

### Long Term Corporate Clients (engagements of 3 or more years)

- BP.
- Castrol.
- Chartered Institute of Marketing.
- Coral.
- IBM.
- Premier Foods.
- RELX.
- Royal Philips International.
- Tata (British Steel).
- YKK.

### *Award*

- Nominated for BP Helios Award, 2005: BP E&P DCT Global Management Development Programme.

### International Experience

- Programmes, courses, workshops, masterclasses, think tanks, tutorials, speaking engagements, and consultations in 46 countries.

## **Sector Experience**

- Consumer (FMCG/Durable); Education; Financial Services; Industrials; Medical & Pharmaceuticals; Oil & Gas; Public Sector; Publishing; Retailing; Service Industries; Technology & Electronics.

## **University of Warwick – Warwick Business School (WBS)**

Visiting Academic.

June 2007 – September 2015 (8 years 4 Months).

**Coventry, United Kingdom.**

## **Strategy and International Business Group**

- MSc Teaching: Environment of Business; International Business; Global Business Strategy.

## **Marketing and Strategic Management Group**

- MBA and MSc Teaching: Market Analysis; Marketing Strategy; Integrated Marketing Communications; International Marketing.
- MSc and MBA Thesis/Dissertation Supervision.
- Executive Education Teaching.

## **IEDC – Bled School of Management**

Professor of Marketing and Strategic Management, Coca-Cola Chair in Marketing.

September 2008 – December 2013 (5 Years 4 Months).

**Bled, Slovenia.**

## **De Montfort University – Leicester Business School**

Professor of Strategic Management.

October 1995 – September 2007 (12 Years).

**Leicester, United Kingdom.**

## **University of Warwick – Warwick Business School (WBS)**

Lecturer in Marketing and Strategic Management.

October 1990 – September 1995 (5 Years).

**Coventry, United Kingdom.**

## **Bradford University School of Management**

Teaching Fellow in Marketing and International Business.

October 1988 – September 1990 (2 Years).

**Coventry, United Kingdom.**