

Fred Etiemble | Vibrance Partner



Fred is a globally recognised expert on strategy and innovation. He works with senior leaders on how to develop an innovation capability, capitalise on new growth opportunities and transform incumbent businesses. Fred has been working both with and in large organisations for over 20 years so he knows their innovation barriers from the inside. A bold thinker, Fred is the co-author of Strategyzer's fourth book, The Invincible Company (Wiley, 2020), with Alex Osterwalder, Yves Pigneur and Alan Smith, and he was shortlisted for the global Thinkers50 Strategy Award in 2021. Fred is a regular keynote speaker and an accomplished change catalyst. He combines both depth and expertise with a pragmatism that allows him to tailor his innovation methodologies to your organisation's bespoke needs and context to drive the step change outcomes you are looking for.

- Advised Executive team of an Australian law firm on how to explore new growth areas and mitigate mid-term risks of disruption in legal industry,
- Co-designed with a corporate innovation team the blueprint for transformative innovation beyond core business in a European bank (EUR 1.9+Bn revenues),
- Helped leaders of a global pharmaceutical company (USD 56+Bn revenues) build a business innovation capability to provide innovative access to their treatments in emerging markets,
- Co-designed an innovation framework and reporting process to help a global food & beverage company innovate beyond its category (USD 83+Bn revenues),
- Co-designed and implemented an innovation framework and reporting process to scale AI-driven innovation at a British enterprise software company (GBP 1.7+Bn revenues),
- Introduced Agile to change the way of working and leading at BOQ, an ASX100 bank (AUD 1.6+Bn revenues),
- Designed and facilitated a Strategy Sprint for the Executive team of IRT In-Home Care to produce their new strategy,
- Managed a transformation program at LexisNexis France - a subsidiary of RELX (GBP 7.2+Bn revenues) - from a legal publisher with paper products and processes to digital operations supporting online services.

Before joining Vibrance as a Partner, Fred set up and developed the consulting practice at Strategyzer, helping global executives navigate complex business challenges such as:

- How to create new growth and optimise investment in innovation?
- How to evolve organisational culture to build engagement and attract talent?
- How to thrive in mature markets at risk of disruption?

He has an MBA from ESSEC Business School in France. Born and raised in Paris, Fred has called Melbourne home since 2012. He's married, has three children, and loves to spend his spare time on the tennis court and the resulting recovery time in front of great French and international movies.