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## Ben Gomes-Casseres

**Ben Gomes-Casseres** is an expert on alliance strategy and management. He has researched this topic for 20 years, taught it to MBAs and executives, and consulted with major companies in the United States and abroad.

Currently a Professor at Brandeis University (Waltham, Mass.), Ben directs the MBA Program at the International Business School, leads the School's business faculty, and directs its Asper Center for Global Entrepreneurship. He teaches courses in business strategy, organizational strategy, international management, and alliances. Previously, he was a professor at the Harvard Business School (1985-1995), where he taught courses in international business-government relations and in international trade and competition.

Ben has written or edited four books in these fields; his latest book *Mastering Alliance Strategy: A Comprehensive Guide to Design, Management, and Organization* (with Bamford and Robinson; Jossey-Bass, 2003) gives practical advice on how to use alliances as part of a broad strategy of corporate change and growth. His articles have appeared in *Harvard Business Review*, *Financial Times*, *Strategy & Business*, *Sloan Management Review*, *Journal of International Business Studies*, *Journal of Economic Behavior and Organization*, *Journal of Financial Economics*, and elsewhere. His work has been cited widely, including in *The New York Times*, *Wall Street Journal*, *Forbes*, *Harvard Management Update*, *CFO Europe*, *Pharmaceutical Executive*, and *Associated Press*. He has also written cases at Harvard Business School on international strategy; his case on the development of Fuji Xerox in Japan is an HBS bestseller. He is currently working on a book for Harvard Business Press on the strategic use of external resources.

Ben has consulted, taught, or spoken on worldwide on international business, alliance strategy, and acquisition strategy. He offers tailored advice, focused consulting, and various kinds of training on these topics. Clients have included Battelle Memorial Institute, BASF, Syngenta, Abbott Labs, Eli Lilly, DuPont, Sun Microsystems, Motorola, DaimlerChrysler, Wachovia, MasterCard International, QUALCOMM, Hewlett Packard, BellSouth, Nortel, Timken, Ashland Chemical, Chevron, Weyerhaeuser, NASA, and Harris Nesbitt. He has taught in executive education programs at Harvard Business School, Brandeis, INSEAD, and the University of Chicago. He is a frequent top-rated speaker at industry and professional conferences, such as at The Conference Board, Management Roundtable, and Association of Strategic Alliance Professionals.

Ben has broad training and experience in the field of international business. He holds a BA in History and Economics from Brandeis (1976), an MPA in Economic Development from Princeton (1978), and a DBA in International Business from Harvard (1985). He worked as a project economist at the International Finance Corporation, part of the World Bank Group (1978-1981). Born and raised in Curaçao (Netherlands Antilles), he speaks four languages (English, Dutch, Spanish, and Papiamentu), and is a dual citizen of the United States and the Netherlands. He travels extensively for research, consulting, and pleasure.

He maintains an extensive website on alliance strategy ([www.alliancestrategy.com](http://www.alliancestrategy.com)), which has been recommended by *Forbes.com* and *HBS Working Knowledge*. The site offers downloads of many of his publications, videos of several presentations, access to an online newsletter, and further information on Ben's expertise, consulting and seminars.

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