

Are You Ready for Tomorrow's Marketplace?

Senior Management Workshop: Scenario Planning

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The Wharton School, University of Pennsylvania

Saturday, March 25 • 9:00 am – 11:30 am

Dr. Paul Schoemaker is an author, educator, researcher, and entrepreneur in strategic management, decision-making, and leadership. As the founder and former Executive Chair of Decision Strategies International, a consulting and training firm specializing in strategic management and leadership, he worked with some of the world's biggest corporations – including many in the Fortune 100 – and advises hundreds more CEOs and senior executives across a range of industries. He is the author of more than ten books on decision-making and strategy, including *Decision Traps*; *Winning Decisions*; *Wharton on Managing Emerging Technologies*; *Profiting from Uncertainty*; *Peripheral Vision*; *Chips, Clones and Living Beyond 100*; and, more recently, *Brilliant Mistakes*. He also ranks in the top 1% of scholarly citations globally for his articles appearing in *Harvard Business Review*; *Journal of Mathematical Psychology*; *Brain and Behavioral Sciences*; *The Journal of Economic Literature*; and elsewhere.



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