

Amit Joshi

Amit Joshi is a professor at IMD who focuses on AI, analytics and marketing strategy. Based on his award-winning research and industry experience, he helps organisations leverage AI to upscale their big data capabilities and innovation. His AI-driven transformation expertise has helped many businesses across industries thrive in a fast-changing world.

KEY TOPICS

- **Mastering AI and Machine Learning for Scalable Success**
- **Crafting a Winning Generative AI Strategy**
- **Future-Proofing Your Organisation for the Next Wave of GPTs**
- **Want to Win with AI? Manage Your Organisation Structure and Culture**

BIOGRAPHY

Amit Joshi Speaker: Leading Expert in AI and Analytics

Amit Joshi is an award-winning professor and an expert in AI capabilities and big data, helping businesses make the most of these technologies. As a professor of AI, analytics, and marketing strategy at IMD, his extensive expertise spans various industries—banking, fintech, retail, services, automotive, telecoms, and pharmaceuticals. His focus? Turning data into actionable insights that drive real change.

Strategic AI Implementation

Amit believes **digital transformation** is not complete without an understanding of data and enhancement of analytical capabilities. His current focus is on making AI and generative AI deployments strategic and at scale, not just isolated pockets of excellence. By deploying analytics-driven transformations and upscaling AI capabilities, this overall approach ensures **AI integration** is end-to-end and impactful.

Customised Programs for Leading Companies

Amit has designed customised programs for a wide range of companies, including UBS, Sonova, Johnson & Johnson, Guardian Life, Mars Petcare, Securitas, Bank Danamon, Bayer, Ooredoo, Siam Commercial Bank, Abu Dhabi School of Governance, Hanover RE, and Migros. He also works closely with start-ups, offering strategic guidance to help them tackle the challenges of integrating AI and analytics into their operations while ensuring **marketing accountability**. His insights contribute to a **long-run marketing strategy** that helps businesses sustain growth and adapt to evolving market trends.

Directorship and Program Leadership at IMD

At IMD, Amit Joshi leverages his extensive expertise to hold several key positions. He is the Director of the Digital Excellence Diploma and the Business Analytics for Leaders (BAL) open programme. Additionally, he co-directs the Generative Artificial Intelligence (AI) and the Digital Strategy, Analytics, and AI (DSAA) programmes.

Drawing on his profound industry experience and academic background, these roles allow him to guide and shape the next generation of AI and digital strategy leaders.

Acclaimed Research and Publications

Amit's expertise in long-term marketing management, analytics, and AI has earned significant recognition. His research has appeared in top-tier journals, including the Journal of Marketing, Marketing Science, Journal of Consumer Culture, and the Journal of the Academy of Marketing Science. He's also written for Harvard Business Review and MIT Sloan Management Review. His contributions to the field have been celebrated with prestigious awards like the MSI/H. Paul Root Award and the Robert D. Buzzell Best Paper Award. Additionally, his work has been acknowledged in the **Clayton Dissertation Proposal Competition**, further solidifying his influence in the marketing discipline.

Media Presence and Thought Leadership

Amit Joshi's expertise in digital marketing has caught the attention of major media outlets like NPR, CNN, CNBC, NBC, Nikkei, the Financial Times, South China Morning Post, Rediff, Fast Company, Business Standard, Fox News, Bloomberg, Forbes, Le Temps, Investor Relations Magazine, The Conversation, and Science Daily. His insights on marketing accountability are valued worldwide, and he's been invited to share his perspective on some of the biggest stages, including a panel discussion at the World Economic Forum in Davos in 2020.

Career Path and Industry Experience

Before joining IMD in 2017, Amit Joshi was an academic in the US, with experience at institutions like the UCLA Anderson School, and served as a sales manager at Cadbury India, now part of Mondelez International. His diverse career path, including his education at the Indian Institute, has provided him with a rich understanding of both theoretical and practical aspects of **AI and analytics**, making him a sought-after expert in the field.

Book Amit Joshi as a Keynote Speaker for Your Next Event!

Amit Joshi, an award-winning professor, is a recognised authority on AI and analytics, celebrated for his extensive track record of driving industry-wide transformations and guiding organisations in strategic AI adoption. To bring his groundbreaking insights to your next corporate event, contact us to book Professor Joshi as a keynote speaker today.