

DR RAFAEL RAMIREZ

Director of the Oxford Scenarios Programme &
Professor of Practice - Oxford University

*A World Leader in Scenario Planning
and a Pioneer in
Organizational Aesthetics*

DR RAFAEL RAMIREZ

his expertise

Recognized for as a world leader in Scenario Planning and a pioneer in organizational aesthetics.

He is a **Professor of Practice** at the **Saïd Business School**, Oxford University and also directs the award-winning **Oxford Scenarios Programme**, as well as being the Academic Director of the **Oxford Networked Strategy Lab**.

Rafael is one of the world's leading experts on **scenario planning**. As a researcher and advisor, Rafael has worked extensively with NGOs, corporations, inter-governmental organizations, governments and think tanks around the world.

He has been elected Fellow of the **Academy of Social Sciences** (2019 -) and is a Governing Body Fellow in Strategy at **Green-Templeton College**, University of Oxford (2003 -)



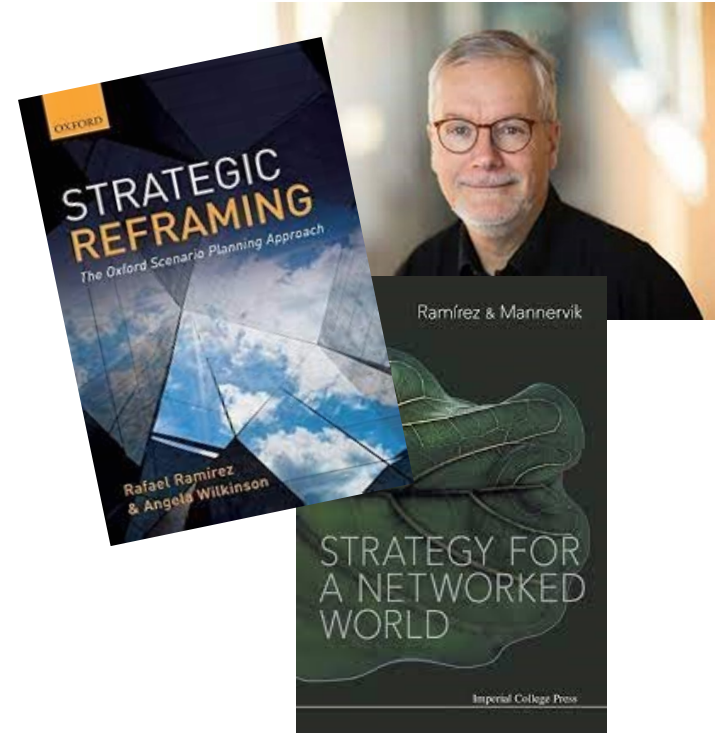
DR RAFAEL RAMIREZ

His Books

Strategic Reframing:

Traditional strategy assumes stability and predictability. Today's world is better characterised by turbulence, uncertainty, novelty and ambiguity - conditions that contribute disruptive changes and trigger the search for new ways of coping.

The book is centered on how learning with scenario planning is supported by re-framing and re-perception; how this iterative process can be embedded in corporate or government settings, and how it helps those that it supports to do well in today's world.



RAFAEL RAMIREZ

key facts

Currently ...

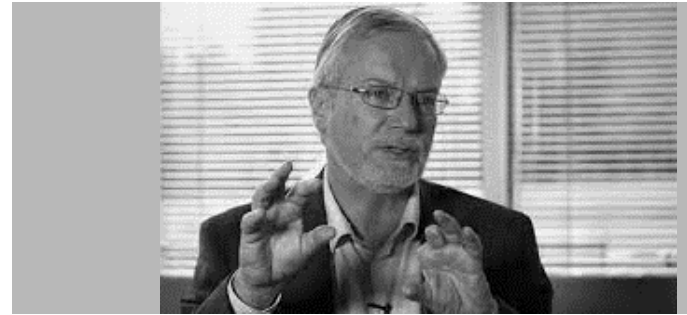
- Professor of Practice, **Saïd Business School**, Oxford University.
- Director of the **Oxford Scenarios Programme**.
- Academic Director of the **Oxford Networked Strategy Lab**.
- Professional **speaker** and **advisor**

Formerly ...

- **Shell** scenarios team.
- Professor of Management in **HEC** in Paris.
- PhD from the **Wharton School** of the University of Pennsylvania
- Master's degrees from **York University** in Toronto, and from **Oxford University**.
- Fluent in French, Spanish, and English

Flies from **London**

Presents to corporates around the world in business briefings, and workshop sessions, and speaking at conferences



Sample speaking topics:

- **Scenario Planning:** Rather than trying to predict the future, organizations need to strengthen their abilities to cope with uncertainty. A new approach to scenario planning can help companies reframe their long-term strategies by developing several plausible scenarios.
- **Interactive and Network Strategy:** How to build your network to align your work with your goals, in a world which is increasingly networked, more turbulent, uncertain, fast-changing and ambiguous?
- **Designing strategy:**
- **Collaborative strategy:**
- **Aesthetics and business:**

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Find out more

Rafael is an inspiring speaker. When he collaborated with Innobasque, he had the difficult objective of changing the mind of an audience without experience in foresight, and moving them to action. And he managed to catch their attention and show them the way to be able to start foresight exercises in their companies. It is always a pleasure to listen to him -- not only in his lectures and conferences, but also in smaller conversations and discussions -- because he stimulates the brains of his interlocutors and generously shares his knowledge, experience and ideas, which are those of a real polymath.

Lola Elejalde Hernani - Foresight and Internationalisation Director -- **Innobasque**

Rafael Ramirez is truly one-of-a-kind. As Oxford University's first-ever Professor of Practice, Rafael is able to blend an academic and practitioner point-of-view that seldom is found. His decades of experience in scenario planning help the world's top leaders work with the future in thoughtful, tangible ways as opposed to futurists who pontificate without ties to sound strategic thinking. He's brilliant but approachable, quick-witted and humble. Our clients found his theories and anecdotes sound and relatable. Can't recommend enough.

Claire Blake – Executive Director – **World 50 Inc**

We were privileged to have such a world-renowned Scenario Planning expert, Prof Rafael Ramirez as a panellist during the TM One LEAP Summit 2020 with the topic “Reimagine a Digital-Ready Future with Scenario Planning”. Prof Rafael articulated on scenario planning in action for digitalization in various industries namely energy, telco, government etc. It is crucial to have the right contacts for scenario planning such as Prof Rafael to create future-proof resilience strategies. We're glad to know that scenario planning is very adaptable, and can be appropriately applied in many contexts from large enterprise, public sector and also for exciting new technologies like Cloud, AI, IoT, Cyber Security etc.

Shamsul Bin Shaari – Head of Marketing Innovation, TM ONE & AGM, **Telekom Malaysia**



Useful links for Rafael Ramirez:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Videos](#)
- Oxford Saïd Business School >> [Link](#)



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