

# E. D. A. Obeng

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## GRADUATE QUALIFICATIONS

University College, London 1977 - 1980

### **Chemical & Biochemical Engineering**

Winner of Goldsmid Prize for Academic Performance

Winner of Kitson Prize for Academic Performance

### **B.Sc. First Class (Double)**

University College London 1980 - 1984

### **Biochemical Engineering**

Winner of A J Underwood Exhibition for Research

Winner of University of London Post-graduate

Studentship for Research

### **Ph.D.**

(City University London) Cass Business School 1986 - 1988

International marketing

### **eM.B.A.**

## PATENTS/AWARDS

Shell International 2 Patents 1985/86

T-Fox Process for Sour Gas Treatment

The SulCap Process

Unilever Bestfoods (formerly Van Den Burgh and Jurgens)  
1988 Winner European Award

Design of lowest energy use vegetable oil refinery/margarine  
processing in Europe, Purfleet UK

Association for Project Management Sir Monty Finniston  
Award 2011

For outstanding contribution made to the profession of project  
management

Qualifications & Patents

Daily Telegraph Best 10 TED talks 2014

For the TED Global 2012 talk on Smart Failure for a fast-changing world'

VOCATIONAL QUALIFICATIONS

Civil Aviation Authority 1995

Private Pilot's Licence (Helicopter)

SOFTWARE DEVELOPMENT

QUBE <http://QUBE.cc> 2010

With David Lomas  
 Smalltalk-based Multi User Domain  
 QUBE Version 1 July 2010  
 QUBE Version 2 Oct 2012  
 QUBE Version 3 Nov 2014

Authorship

**All Change! 1995**

Top selling publication  
**Financial Times Pearson Publishing**

[English](#)  
 Italian  
 Swedish  
 Turkish  
 Spanish



**Putting Strategy to Work 1996**

**Financial Times Pearson Publishing**

English  
 Italian  
 Swedish  
 Indonesian



**Making Re-engineering Happen 1994**

With Stuart Crainer  
**Financial Times Pearson Publishing**

English  
 Italian  
 Spanish



**New Rules for the New World 1997**

**Wiley Publishing**

English  
 Chinese  
 German



**SoundBytes 1999**

**Pentacle Works**




English



Publications Books

|   |                   |  |
|---|-------------------|--|
| <b><i>Perfect Projects 2002</i></b>             |                   |  |
| London Business Press                           | English<br>French |   |
| <b><i>Never Re-organise Again 2001</i></b>      |                   |  |
| London Business Press                           | English           |   |
| <b><i>Money Making Machine 2002</i></b>         |                   |  |
| London Business Press                           | English<br>French |   |
| <b><i>The Complete Leader 2008</i></b>          |                   |  |
| With Christophe Gillet<br>London Business Press | English<br>French |   |
| <b><i>Who Killed The Sparq? 2013</i></b>        |                   |  |
| London Business Press                           | English<br>French |  |

## Contributions

|   |                   |   |
|---|-------------------|---|
| <b><i>Gower Handbook of Training and Development 1999</i></b>   |                   |   |
| Top citation for the Future of Management Development<br>Gower Publishing                             | English           |  |
| <b><i>Financial Times Handbook of Management 1995</i></b>   |                   |   |
| Re-engineering,<br>The Role of Project Management in<br>Implementing Strategy<br>Financial Times      | English<br>French |  |
| <b><i>Financial Times Handbook of Management 2001</i></b>   |                   |   |
| New World Organisation,<br>Harnessing technology thinking and action<br>Financial Times Prentice Hall | English<br>French |  |

Publications Books

## RESEARCHED \*

\* Nomination for Best Management Article 2004  
Management Today

### Inventing Tomorrow - Innovation Marketing Strategy

|  |   |                             |
|--|---|-----------------------------|
| Innovation: It's a project Jim, but not as we know it +<br>* <b>Are you paranoid enough?</b> | Project Management Today<br><b>Project Management Today</b>         | May 2003<br><b>Feb 2004</b> |
| The Ascent of Projects   | Project Management Today  | May 2005                    |
| If I knew then what I know now...  | Project Management Today  | Nov 2004                    |
| TQM in R&D   | Project Management Today  | Nov. 2004                   |
| Virtual Reality  | Proceedings of SOCPO  | 26th March 1999             |
| Managing a fast growing organisation   | Proceedings of CFBT Conference                                      | Mar 1999                    |
| New Rules for the New World  | Proceedings of Cranfield/ AMED<br>Frontiers conference              | 1998                        |
| Re-inventing SONY for the New World  | Proceedings of IMPACT<br>Conference                                 | Jul 1998                    |
| Why Virtual isn't yet Reality  | Proceedings of SEE Leading Edge<br>Conference                       | Apr 1997                    |
| Managing creativity and innovation in the New World  | Proceedings of Institute of<br>Management Development<br>Conference | May 1997                    |
| Systematic innovation  | Innovation Quarterly EIRMA  | Aug 2004                    |
| New World Order  | Management Skills &<br>Development                                  | Oct 1998                    |
| Uusi talous vaatii uudet pelisaannot   | Progress Magazine LIFIM   | Mar 2002                    |
| Learning fast in a changeable new world  | Business Executive Magazine   | Spring 2001                 |
| Strategy and Project Based Management  | Nordnet 1991 Trondheim Norway                                       | 1991                        |
| Why Virtual isn't reality Yet  | Management Training Magazine  | Jan 1997                    |

### Delivering Tomorrow Change Programme & Project Management

|  |                          |          |
|--|--------------------------|----------|
| Back to Basics - Back to the Future  | Project Management Today | Mar 2002 |
| project.communication@netspeed   | Project Management Today | Sep 2001 |
| Programme Management isn't just Big Project<br>Management                            | Project Management Today | Apr 2002 |
| Clearing the fog   | Project Management Today | Jun 2002 |
| Looking Forward and Backwards towards your Perfect<br>Project!                       | Project Management Today | Oct 2002 |
| Nobody's baby - How to be an effective project owner<br>without doing any more work  | Project Management Today | Mar 2003 |
| The blueprint for transforming strategy into reality<br>Part One                     | Project Management Today | Jun 2004 |
| The blueprint for transforming strategy into reality<br>Part Two                     |                          | Jul 2004 |
| Every Day's a Holiday...   | Project Management Today | Oct 2003 |
| Where next for Project Managers?   | Project Management Today | Sep 2004 |
| Rainy summer day conversations and something free -<br>A conversation with Franck... | Project Management Today | Jul 2005 |
| In the Fog, first focus and then move forward<br>one-step-at-a-time                  | Project Management Today |          |

|   |   |          |
|---|---|----------|
| The Obeng space for understanding projects and experience between industries. | Proceedings of the Advanced Project Management Conference EPCI Stavnger | 1999     |
| It's the Law  | Management Skills & Development   | Apr 1999 |
| The Laws of Change  | Management Skills & Development   | Mar 1998 |
| Delivering Virtual Projects   | Proceedings of IT Projects Conference                                   | Oct 1997 |
| 7 deadly, sins quests and painting by numbers                                 | Proceedings of IT & PM Conference 1995                                  | Oct 1995 |
| Implementing strategy through Projects  | Directions - The Ashridge Journal                                       | May 1993 |
| Bridging the Anxiety Gap  | Business Now No1  | Jul 2003 |
| Don't fight the Law   | Training Technology and Human Resources Magazine                        | Jul 2003 |

**Delivering Today** IT management Knowledge management Process Management Service management Supply Chain

|   |   |          |
|---|---|----------|
| Why IT Projects are doomed  | Project Management Today  | Dec 2000 |
| Re-engineering for profit   | Proceedings of Finance Function 2000                                  | Jan 2000 |
| Process Integration of Batch Processes (with Linhoff B)                                   | Proceedings of A.I.Ch.E. New York                                     | Nov 1987 |
| Process Integration of Batch Processes Understanding Process Integration (with Linhoff B) | Proceedings of I Chem E Symp ser 109                                  | Mar 1988 |
| On Pinch Technology based procedures for the design of batch processes (with Ashton G. J) | Proceedings of Finance Function 2000                                  | Jan 2000 |
| Rheological Aspects of Heat transfer to protein solutions (with Hoare M)                  | Proceedings of Third International Conference on Engineering and Food | Sep 1983 |
| Heat transfer to Protein Solutions (with Hoare M)   | Proceedings of National Heat Transfer Conference UK                   | Jul 1984 |

**Delivering Results** Commercial and business acumen Financial planning performance management

|   |                          |          |
|---|--------------------------|----------|
| Collaboration? Sure! Yes, but what's in it for me?  | Project Management Today | Sep 2002 |
| Fast, Good or Cheap* - balancing project deliverables to achieve business benefits decisions, Decisions | Project Management Today | Feb 2003 |
| Helping stakeholders to understand requirements   | Project Management Today | Apr 2004 |
| I know you've done what I asked for but what I I said wasn't what I meant!                              | Project Management Today | Jul 2003 |
| Project and Programme Ownership:- Making sure you reap the benefits of your efforts                     | Project Management Today |          |

**People and Organisation** Leadership Virtual (Team) working Organisation design

|  |                          |           |
|--|--------------------------|-----------|
| Bridging the Anxiety Gap                     | Project Management Today | Apr 2001  |
| Avoiding 'Dead Body Syndrome'                | Project Management Today | May 2001  |
| Consultants... Always ride them like a horse | Project Management Today | Jun 2001  |
| Leaders! Who needs them?                     | Project Management Today | Jul. 2001 |
| Together Everyone Achieves More              | Project Management Today | Oct 2001  |

|   |  |             |
|---|--|-------------|
| Is your project organisation a tangled web                                    | Project Management Today                                     | Nov 2001    |
| What to do when Virtual is really all you have!                               | Project Management Today                                     | Jul 2002    |
| Broomsticks, Cauldrons and Spells - Towards Organizational Magic!             | Project Management Today                                     |             |
| Voices in your head!  | Project Management Today                                     | Jan 2005    |
| In a joint venture, don't fish with strawberries!                             | Project Management Today                                     | Jan 2004    |
| The Compleat* Stakeholder Manager   | Project Management Today                                     | Apr 2003    |
| ... 2, 4, 6, 8 how do you communicate!  | Project Management Today                                     | Jun 2005    |
| When Shhhouting into a Vacuum is a Cacophony of Noise!                        | Project Management Today                                     | Sep 2005    |
| Beyond The Petronius Paradox  |  |             |
| Achieving Organisational Magic - Breathing life into the virtual organisation | Proceedings of the Management at the Cutting Edge Conference |             |
| New Rules for New World Leaders   | Proceedings of Leadership Development Conference             | Feb 1998    |
|   | Leadership Trust   |             |
| Breathing life into the organisation  | Proceedings of the Brathay Conference                        | 27 Sep 1997 |
| Energising Agents of change   | Pioneers of Change   |             |
| New rules for New World Leaders   | Proceedings of Management Skills and development conference  | Jun 1997    |
|   |  |             |
| Cybersphere Leadership  | People Performance Magazine                                  | Nov 2000    |
| Beyond the Petronius Paradox: Achieving results through virtual teams         | PMT  | Jun 1995    |
| The Importance of Leadership  |  |             |
| Better Led or Dead  | Business Now No3   | Aug 2003    |
|   | Professional Engineering Vol. 9 No 19                        | Oct 1996    |

### Management Training and Development

|  |   |          |
|--|---|----------|
| When a perfect five is ten years old                       | Project Manager Today   | Mar 2005 |
| Achieving the learning organisation through local learning | Proceedings of The Intranet and web-based training conference | Jun 1997 |

## JOURNALISTIC (selection)

### Success Stories/Case Studies

|  |                           |             |
|--|---------------------------|-------------|
| Local learning in a Global World           | Financial Times           | Mar 2005    |
| Are you a New Worlder yet?                 | International Trade today | Feb 2001    |
| Avoiding the fast-track pitfalls           | Sunday Times              | Mar 1990    |
| Working Day                                | Global Custodian Magazine | Spring 2003 |
| Ousi Talous nousee netti-firmojen tuhkasta | Finnish Daily News        | Jan 2001    |
| In a different Class                       | Industry Standard         | Dec 2000    |
| The Best is yet to come                    | 2000 Management review    | Dec 1999    |

# PERSONAL

Date of birth - 15th July 1959  
 Married to Susan



## Employment Milestones

- 1983 Shell International Senior Scientist
- 1985 March Senior Consultant
- 1987 Ashridge Business School, Assistant Director of Studies
- 1990 Ashridge Business School Executive Director




## Entrepreneurial Milestones

- 1994 Founded **Pentacle**  
The Virtual Business School
- Established the NewWorld™ Curriculum
- Clients have included 40 of FT 100 Media Contributions
- Presenter: Money Channel TV 'Your Business'
- Presenter: Open College Business Channel
- Writer: Column 'Project Mgr Today'



Personal Profile

# CONTRIBUTIONS TO ACADEMIC INSTITUTIONS

|  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li>• <b>Henley Management College</b></li> <li>• De Baak Netherlands</li> <li>• Duke Corporate Education</li> <li>• Durham University Business School</li> <li>• LIFIM Finnish Institute of Management Finland</li> <li>• London Business School UK</li> </ul> | <ul style="list-style-type: none"> <li>• Swedish School of Economics and Business Administration</li> <li>• University of Cambridge</li> <li>• University of Cape Town Business School South Africa</li> <li>• University of Warwick</li> <li>• University of Sheffield</li> </ul> | <ul style="list-style-type: none"> <li>• Buckinghamshire Business School</li> </ul> <p>Graduation address and award of The Alison Purdue Prize</p>  <p>Dean Nigel Cox, Rachel Madge (BA (Hons)), Dr. Eddie Obeng</p> |
| <ul style="list-style-type: none"> <li>• Leeds Metropolitan University</li> <li>• Staff Development Festival</li> </ul>  |  <p>Dr. Eddie Obeng</p>   |  <p>Professor Simon Lee Vice Chancellor</p>  |