

# JULIA BINDER

**NATIONALITY / COUNTRY OF ORIGIN:**

Germany

**BIO:**

Professor of Sustainable Innovation and Business Transformation at IMD and Director of the School's Center for Sustainable and Inclusive Business. Led the sustainability center Tech4Impact at EPFL – collaborative projects with corporates, NGOs and international organizations like the UN.

**IDEAS:**

A systemic and holistic perspective on businesses, exploring how companies can shape a new economy that is socially just and respectful of planetary boundaries. Focuses on the role of entrepreneurs in launching and scaling impactful new ventures – thereby challenging and disrupting entire industries – and on the scalability of digital technologies for managing transformation towards sustainability.

**CONTENT:**

Julia's work is published in leading FT50 journals such as the Journal of Business Venturing, and Entrepreneurship Theory and Practice. She regularly shares her thoughts in IMD's magazine, I by IMD.

**WEBSITE:**

[imd.org/faculty/professors/binder-julia](https://imd.org/faculty/professors/binder-julia)

**SOCIAL MEDIA:**

| @JuliaBinder\_