

Charles-Edouard Bouée

CEO, Roland Berger



Charles-Edouard Bouée (born in France in 1969) is the CEO of Roland Berger. He joined the firm in 2001 as Senior Partner in the Paris office, where he headed the Financial Services and Energy & Utility Competence Centers as well as the firm's Private Equity activities. He became President & Managing Partner of Roland Berger for Greater China in 2006. Since 2009, he is heading the Asian Leadership Team (for Greater China, Japan, South Korea and Southeast Asia).

Prior to joining Roland Berger, he was Vice President of another leading global strategy consultancy from 1997 to 2001. He started his career as an investment banker at Société Générale (M&A and corporate finance) in Paris and London.

Charles-Edouard Bouée is involved in various business and community groups in Europe and China. He is a member of think tanks in Europe and sits on the Shanghai board of the European Chamber of Commerce in China. Currently, he is an advisor to the French Foreign Trade Ministry in Greater China. He is regularly asked to join discussion panels or give speeches to share his perspective on global business trends and potential challenges at events such as the annual World Economic Forum and Boao Forum for Asia. He was awarded the Shanghai Magnolia Gold Award in 2012.

He has authored numerous books about management principles, combining his experience in Asia, the US and Europe. One of his latest books, *Light Footprint Management – Leadership in Times of Change*, provides an innovative set of principles by which leaders can succeed in an increasingly challenging environment. He has also published the books *China's Management Revolution* and *Confucius et les Automates: L'Avenir de l'Homme dans la Civilisation des Machines*, among others.