



Zunaira Munir

Make Competition Irrelevant

Maximize opportunities and minimize risk to create new, profitable market space

Testimonials

"... exciting and energizing ... our clients, who are business entrepreneurs, stated they received from you a business ideology and model that is especially pertinent to their needs as they face a healthcare market that is rapidly changing. Your presentation was everything I had hoped for a more."

—CEO, DataPath, Inc.



"Our group enjoyed your presentation, not only for the very valuable content but also for your preparation, materials, and delivery ... Your demeanor was friendly and approachable that encouraged the audience to actively participate and ask questions."

—Vice President, HR & Corporate Affairs, RJ Reynolds Tobacco Co.



"Within the first year of applying Blue Ocean Strategy, we zipped past office equipment giants like Best Buy, Office Depot, and Staples in nationwide sales of videoconferencing equipment, electronic whiteboards, and shredders."

—CEO, Clary Business Machines



"The group was very excited about the topic and really carried the main points with them through the rest of the conference. Thanks so much for making our conference a success."

—Deloitte Consulting, LLP, Chicago

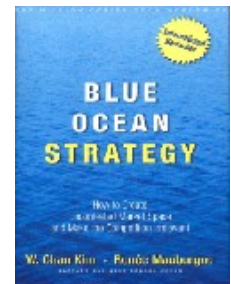


"You captured the imagination of our energetic management team and widened their perspective ..."

—Haleeb Foods



Zunaira Muris is founder and managing director of Strategize Blue, a consulting and training firm focused on Blue Ocean Strategy. As a senior affiliate member of the Global Blue Ocean Strategy Network, Zunaira works directly with Kim Chan and Renee Mauborgne, co-directors of INSEAD Blue Ocean Strategy Institute and authors of *Blue Ocean Strategy*, the book which launched a worldwide revolution in business strategy.



As Chief Strategy Officer for her family's business, Zunaira played a major role in growing the company, Clary Business Machines, into one of the nation's Top 100 Computers and Electronics Companies. In addition, *Inc.* magazine ranked Clary in the top 31% of America's 5000 Fastest-Growing Private Companies. As an educator and trainer, Dr. Munir has taught undergraduate and graduate courses for over six years at several universities. Zunaira is also a researcher whose work has been widely published internationally. Her upcoming book, *Key Concepts in Innovation*, will be released in the spring of 2010.

Zunaira is a dynamic trainer and presenter who excels in giving audiences concrete ideas and practical steps to help them create new market space. With a PhD in Innovation Management from Wuhan University of Technology in China, she has lived, studied, and worked in Asia, Europe, as well as the U.S. Fluent in English, Urdu, Hindi, and Mandarin, Zunaira is happy to share her fascinating multidisciplinary and multicultural views.

With a client list that reads like a Who's Who in Business, Zunaira addresses audiences eager to grow and willing to innovate from organizations, large and small. Recent clients include Hewlett Packard, Coca Cola, T-Mobile, Center for Non-Profit Management, Ohio State University Medical Center, Technologico de Monterrey, Zong, Banco Colombia, RJ Reynolds Tobacco Company in Puerto Rico, Heleeb Foods of Pakistan, to name a few.

Zunaira's signature programs include:

- ◆ **Blue Ocean Strategy: Making the Competition Irrelevant**—an engaging and informative introduction to Blue Ocean Strategy, its logic, application, and effectiveness for senior executives and board members.
- ◆ **Tippling Point Leadership: Rising to the Leadership Challenge**—a guide to executing strategic change efficiently by identifying and exploiting disproportionate factors of influence for leaders of change.
- ◆ **Fair Process: Inspiring Voluntary Participation Among Team Members**—a discussion about applying the concepts of fair process and procedural justice to motivate enthusiastic participation and greater initiative for managers at any level.



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