

Innovation and strategy-making process at Intel Corporation

Presenter: Zenichiro Ishibashi

- Senior Research Fellow, Japan Association for Chief Financial Officers.
- Part-time lecturers at various universities including Hitotsubashi University Business School and Waseda University Accounting School.
- Received two MBAs from Stanford Business School and Hitotsubashi University Business School.
- About 20 year experience as Chief Financial Officer of various corporations including Intel Japan, D&M Holdings and Toysrus Japan.



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Ishibashi-sensei worked at Intel Corporation as financial controller of Mobile Platforms Group (MPG), which designed and developed microprocessors for notebook PC in 2001-2002.

MPG successfully launched the microprocessor called 'Centrino' which was optimized for notebook PC for the first time in 2003. Ishibashi-sensei describes the strategy making process of how microprocessor will be sold at Intel based on the framework of Stanford Business School Professor, Dr. Robert Burgelman. Ishibashi-sensei translated his book 'Strategy is Destiny' into Japanese.