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Margarethe F. Wiersema holds the Dean's Professorship in Strategic Management at The Paul Merage School of Business, University of California, Irvine. She has an MBA and Ph.D. from the Ross School of Business at the University of Michigan. The recipient of numerous awards for excellence in research and teaching, Professor Wiersema was awarded an honorary doctorate by the Copenhagen Business School in 2016 in recognition of a remarkable contribution to research dissemination and education. She was elected as a Strategic Management Society Fellow in 2012 for making significant contributions to the theory and practice of strategic management. In 2006, she was awarded the Distinguished PhD Alumni Award from the Ross School of Business at the University of Michigan. Professor Wiersema is internationally recognized as one of the leading experts on corporate strategy and corporate governance with more than 60 publications and over 12,000 citations and her research has appeared in the *New York Times*, *The Financial Times*, *The Economist*, *Fortune*, *Business Week*, *the Washington Post*, and *The Economist Intelligence Unit* for their "Executive Briefing". She was Dean of the Fellows of the Strategic Management Society and is Associate Editor of the *Academy of Management Perspectives* and on the Senior Advisory Board of the *Global Strategy Journal*. She served as Associate Editor for the *Strategic Management Journal* (2009-2018), on the board of directors of the Strategic Management Society (2006-2010) and was Past President of the Corporate Strategy and Governance Group of the Strategic Management Society (2006-2008). Professor Wiersema is actively involved with the business community by providing expertise on the subject of strategic analysis and thinking as well as the role of the Board of Directors and corporate governance. She has addressed a variety of business audiences and has consulted with *Fortune 500* companies and has been actively involved in executive education and director training.