

**Prof. Dr. Hellmut  
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Born in 1944. Hellmut Schütte studied economics and business administration in Germany and obtained his doctorate from the University of St. Gallen in 1996.

After a traineeship in the U.K., Hellmut Schütte joined a Dutch/British multinational firm, where he worked for seven years in the area of marketing in Germany and Indonesia. He then became Regional Manager for a German, government-owned, investment bank stationed in the Philippines. In 1981, he joined INSEAD's faculty as Affiliate Professor of International Management. Between 1989 and 1990, Hellmut Schütte served as Visiting Professor at the University of Tokyo. From 1992 to 1993, he was Visiting Professor at Boston University and a Visiting Scholar at Harvard University. In 2001, Hellmut Schütte moved to INSEAD's new campus in Singapore as Associate Dean for Executive Education Asia. Since 2002, he has been the Dean of INSEAD's Asia Campus.

Since 1981, Hellmut Schütte has taught in seminars all over the world and has been involved in various executive programmes as well as consulting assignments for leading Asian and Western companies.

Hellmut Schütte lectures and does research in the area of international business and international marketing with a special focus on Asia. His present work is concerned with markets and consumers in Asia, with the emergence of China, and with the regionalisation of the strategies and organisational structures of multinational firms. Hellmut Schütte has published books on various business subjects including strategies and consumer behaviour in the Asia Pacific area.