

SPEAKER · PROFESSOR · AUTHOR

René Bohnsack

Full Professor of Strategy and Innovation at Católica Lisbon, author of *The AI Strategy Playbook: From Zero to 100* and co-founder of Zero to 100.

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Top 1%

most-cited scientists worldwide

Source: Stanford and Elsevier ranking, 2026.

5,000+

executives trained in AI leadership

Source: René Bohnsack, October 2026.

100+

talks and conference presentations

Source: Católica Lisbon faculty profile, 2008 to 2025.

ABOUT RENÉ

René Bohnsack is Full Professor of Strategy and Innovation at Católica Lisbon School of Business and Economics and the author of *The AI Strategy Playbook: From Zero to 100* (Routledge, 2026). Ranked among the top 1% most-cited scientists (Stanford and Elsevier, 2026), he has trained more than 5,000 executives to lead AI adoption.

HE SPEAKS ABOUT

[AI strategy](#)[AI adoption at scale](#)[Agentic AI and business models](#)[AI governance](#)[Green and digital innovation](#)

Prof. Dr. René Bohnsack

Co-founder, Zero to 100 · renebohnsack.com

Invite René to speak

Keynotes, workshops, advisory and research collaboration, for conferences and leadership teams.

Keynote

30 to 60 minutes, for conferences and leadership offsites.
Built on the four AI Stacks, or adapted to one sector.

Workshop

Half a day to two days, hands-on, for a single leadership team or a cohort. Teams work on their own use cases with the tools the organization already licenses.

Advisory and board

Ongoing work with organizations building an AI operating model: AI strategy, operating model design and governance, using the AI Balanced Scorecard.

Research collaboration

Applied research with organizations, run to academic standards, through Católica Lisbon and the University of St. Gallen.

TALKS

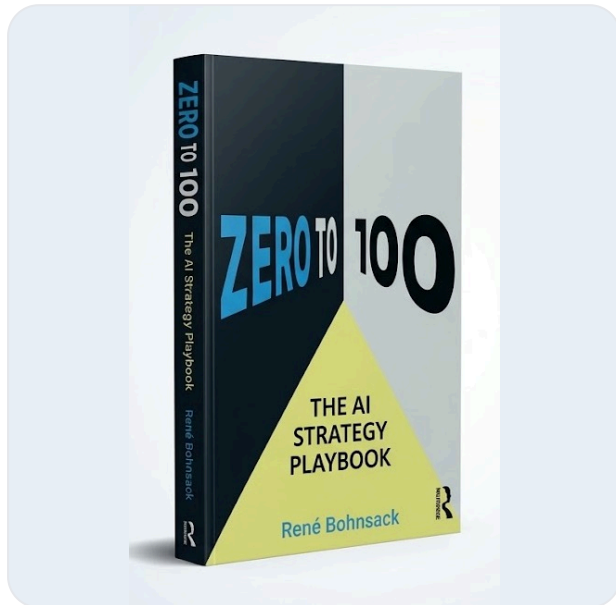
- | | |
|-------------------------|---|
| 18 Sep 2026 | The AI Superorganisation: A Live Experience (keynote)
European Conference of German Business 2026, AHK Portugal, Lisbon |
| 20 Aug 2026 | The Agentic Enterprise: Redesigning Workforce For The AI Era (keynote)
Dallas |
| 25 Jun 2026 | The Human Side of Innovation EP2: When AI becomes the strategy
InnoWave podcast |
| 9 Jun 2026 | AI in Regulated Industries, with James Corbett
Zero to 100 Live |
| 7 to 10 Jun 2026 | Artificial Intelligence and the twin transition
GRONEN 2026, Esade Business School, Barcelona |
| 29 Oct 2025 | From Zero to 100: AI for Business (executive workshop)
Católica Lisbon School of Business and Economics |
| 8 Oct 2025 | Zero to 100: AI for Leaders (keynote)
93rd Textile Institute World Conference, hosted by AQUITEX, Porto |
| 9 Sep 2025 | From 0 to 100: AI for Leaders (keynote)
ERA Group Ignite Event, Corinthia Lisbon |
| 21 Sep 2018 | Revolutionizing entrepreneurship with business model patterns
TEDxCatólicaLisbonSBE |



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The AI Strategy Playbook: From Zero to 100

AI keeps getting more capable and cheaper to run, yet most organizations are still stuck in pilots. *The AI Strategy Playbook* shows leadership teams how to move from isolated experiments to AI built into strategy, operations and business models. It combines academic rigor with frameworks René has tested with executive teams on four continents.



Nearly 2 in 3

firms are stuck experimenting with AI, running pilots and isolated proofs of concept

Source: Accenture, survey of 1,200 firms (2022), cited in *The AI Strategy Playbook*, p. 12.

THE BOOK IN ONE LINE

(Skills × Transformation) + (Strategy × Governance) = AI Advantage

Capability comes from the first bracket, direction from the second.
Source: *The AI Strategy Playbook*, p. 16.

FOUR AI STACKS

01

Skill

Prompting, responsible use, tool use, co-intelligence and AI mastery.

02

Transformation

From experimentation, to acceleration of use cases including agentic AI, to full integration.

03

Strategy

The Play-to-Win model adapted for the AI era, from aspiration to an AI business model and roadmap.

04

Governance and Control

Operational, ethical, legal, environmental and strategic governance, measured through the AI Balanced Scorecard.

WHO IT IS FOR

Executives and boards

Leaders accountable for an AI agenda who need a defensible plan.

Transformation and innovation leads

People running a portfolio of AI use cases.

Founders and senior specialists

Builders who want the strategy language to match the technical work already underway.

WHERE TO BUY

Routledge · Amazon · Barnes & Noble · Waterstones

Bulk orders for teams and events: renebohnsack.com/book

Routledge · 1 September 2026 · 248 pages, 48 illustrations · ISBN 978-1-041-27390-5 (paperback), 978-1-041-29651-5 (hardback), 978-1-003-77059-6 (e-book)



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In their words

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The structured framework of the CAIO course gave us new clarity on AI's role in the Ministry of Foreign Affairs. René translated a fast-moving, technical field into actionable insights, bridging vision and execution in a domain where the stakes are uniquely high.

Rashid Alshehi

Expert, Digital Analysis & Transformation, Ministry of Foreign Affairs, UAE

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With Play to Win Capstone, Suez Canal Bank moved swiftly to an AI roadmap with actionable use cases. The AI Trends in Business workshop clarified how AI is reshaping banking while the AI Balanced Scorecard workshop revealed how AI implementation can be done with KPIs and holistically. Importantly, René's AI expert knowledge delivered in every session novel and valuable insights.

Akef Elmaghraby

CEO & Managing Director at Suez Canal Bank

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Having a clear framework transformed broad ideas into focused priorities and united our teams around a shared direction starting to implement AI. René's facilitation was engaging and down-to-earth, making advanced concepts feel immediately applicable to our market.

Abdullah Gaber

Chief Commercial Officer, Etisalat Afghanistan

PROGRAM RESULTS

8.9/10

average participant rating

269 responses. Source: Zero to 100 participant feedback.

2.75 → 4.43

AI confidence before and after, Suez Canal Bank

68 responses. Source: Zero to 100 participant feedback.

4.78/5

relevance to their own work, Católica Lisbon

19 responses. Source: Zero to 100 participant feedback.

4.60/5

overall satisfaction, Endress+Hauser

25 responses. Source: Zero to 100 participant feedback.

ORGANIZATIONS RENÉ HAS WORKED WITH

Dubai Airports

Drydocks World

Suez Canal Bank

Endress+Hauser

iScore

National Holding

Nedbank

Hovione

Saudi EXIM Bank

Gulf International Bank

Climate-KIC

Ertiqaa

Ministry of Foreign Affairs, UAE

Etisalat Afghanistan

Technology Innovation Institute

InnoWave

More than 30 organizations in more than 10 countries. Source: Zero to 100 program records.



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Approved bios

50 WORDS

René Bohnsack is Full Professor of Strategy and Innovation at Católica Lisbon School of Business and Economics and the author of *The AI Strategy Playbook: From Zero to 100* (Routledge, 2026). Ranked among the top 1% most-cited scientists (Stanford and Elsevier, 2026), he has trained more than 5,000 executives to lead AI adoption.

100 WORDS

René Bohnsack is Full Professor of Strategy and Innovation at Católica Lisbon School of Business and Economics, Visiting Professor at the University of St. Gallen and co-founder of Zero to 100 and Augmtd. He is the author of *The AI Strategy Playbook: From Zero to 100* (Routledge, 1 September 2026). The 2026 Stanford and Elsevier ranking places him among the top 1% most-cited scientists. He designs and teaches AI leadership programs and has trained more than 5,000 executives at more than 30 organizations in over 10 countries. He is Academic Director of The Lisbon MBA and gave a TEDx talk on business model patterns in 2018.

250 WORDS

René Bohnsack is Full Professor of Strategy and Innovation at Católica Lisbon School of Business and Economics and Visiting Professor at the University of St. Gallen. He is Academic Director of The Lisbon MBA, Director of the Galp Chair for Innovation and Systemic Impact and founding director of the Digital+Sustainable Innovation Lab. He has co-founded ventures in digital health, digital events and AI, and exited two of them, including Fitbase, acquired by Hansefit in 2020. Today he is co-founder of Zero to 100 and Augmtd.

His book, *The AI Strategy Playbook: From Zero to 100*, was published by Routledge on 1 September 2026. It sets out four AI Stacks (Skill, Transformation, Strategy, and Governance and Control) that take a leadership team from first experiments to AI built into strategy, operations and business models.

René has more than 40 peer-reviewed publications, cited more than 8,000 times, and has won research grants of more than €2.2 million. The 2026 Stanford and Elsevier ranking places him among the top 1% most-cited scientists. His awards include the Academy of Management ONE Division Best Paper Award (2019) and the Reimagine Education Award from Wharton and QS (2018).

He has trained more than 5,000 executives at more than 30 organizations in over 10 countries, with an average participant rating of 8.9 out of 10 from 269 responses, and has given more than 100 talks, including a TEDx talk in 2018. He holds a PhD from the University of Amsterdam and an MLitt from the University of St Andrews, and was an International Faculty Fellow at MIT Sloan in 2018.

BOOKINGS, INTERVIEWS AND PHOTOS

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High-resolution photos and the book cover are available on request.



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