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Nicolas van Zeebroeck is full-time professor of innovation and digital business at Solvay Brussels School of Economics and Management (Université libre de Bruxelles). He started his career as an e-business consultant at Capgemini before obtaining his PhD in Economics and Management at ULB in 2008. Since then, he has been a postdoctoral researcher at FNRS and a visiting scholar at the Georgia Institute of Technology.

His research and teachings focus on the economics and strategy of innovation and digitization. He looks more specifically at how digital technologies can be leveraged to transform business processes and business models, with a particular emphasis on their contribution to R&D and innovation. His research has appeared in leading international scholarly journals such as *Research Policy* and *Management Science*. Nicolas also advises different companies and institutions in shaping policies and strategies for the digital transformation.