



Henning Piezunka

INSEAD Assistant Professor of Entrepreneurship and Family Enterprise

Henning Piezunka is an Assistant Professor of Entrepreneurship at INSEAD. He is an award-winning researcher and teacher. He obtained a Diplom Kaufmann from the University of Mannheim (Germany), a Master of Science from the London School of Economics (UK), and a PhD from Stanford University (US). Henning is an accomplished researcher in the areas of crowdsourcing and competition and publishing his work in top academic journals (e.g., *Administrative Science Quarterly*, *Academy of Management Journal*, *Proceeding of the National Academy of Sciences*).

Before entering academia, he co-founded a company in 1998 and was the founder-CEO before selling it in January 2016. By 2016 Henning's company employed more than 30 people and served customers in more than 80 countries. He sold his shares in his company in 2016.

Henning's teaching focus is on the class "New Business Ventures". He teaches the class for MBAs as well as for Executive MBAs. Henning has received outstanding teaching ratings, has been on the INSEAD Dean's list for excellence in MBA teaching every year since joining INSEAD, and has won the INSEAD best teacher award multiple times.