Hans Christian Brechbuhl

Associate Professor of Practice

Knowledge Group: Leadership, Human Resources and Digital Technologies
Research Domains: Digital Transformation
Teaching Domains: Cyber Risk Strategy, Cyber Risk Governance, Business Model Transformation, Change Management, IT Transformation

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Biography

Hans Brechbühl is an Associate Professor of Practice at SDA Bocconi School of Management where he leads corporate initiatives and researches/teaches digital transformation, information security and their organizational impact. At SDA Bocconi, he is the Director of the Digital Strategies Roundtable and the Corporate Information Security Roundtable, both initiatives aimed at large companies in Europe and the Americas.

His research interests focus on digital transformation and organizational change, the role of the CIO/CDO and corporate IT in large enterprises, and the challenges of cyber/information security in a collaborative, networked environment. He serves as a judge for the CIO 100 Awards (since 2012) and the University of St. Gallen's Smart IoT and Mobile Business Awards (since 2019), and served as a member of the World Economic Forum's Global Agenda Council on the Future of Software & Society from 2014-2016. He is a faculty affiliate at the Center for Digital Strategies at the Tuck School of Business and at the Institute for Security, Technology and Society at Dartmouth College.

He was the Executive Director of the Center for Digital Strategies and an Adjunct Professor at the Tuck School of Business at Dartmouth from 2000-2018, where, amongst other responsibilities, he led the center's outreach and partnership-building efforts, building relationships with Global 1000 corporations in the Americas and Europe. He also founded and served as faculty director of executive education courses in Business Engagement and Information Security for ten years. Prior to Tuck, he was engaged in corporate life, serving as a Senior VP, Global Partnerships in a .com and as Group VP of Corporate Development for Metromedia International Telecommunications, Inc. Prior to Metromedia, he was Managing Director of the William Davidson Institute at the University of Michigan's Ross School of Business, and in a previous life, he served as an intelligence officer in the U.S. Army for ten years, where he led tactical units on the Iron Curtain in Europe.

Hans holds a master's degree from Harvard University, a bachelor's degree in engineering from the U.S. Military Academy at West Point, is an alumnus of the University of Michigan's Global Leadership Program

executive course and a graduate of the Defense Language Institute in Monterrey. He is fluent in English, German and Swiss German, is somewhat conversant in Russian and French, and is working on his Italian. Hans has also served on the Board of Directors of two Waldorf schools for a total of 13 years.

Articles in Scholarly Journals

Identifying and Filling Gaps in Operational Technology Cybersecurity
ABBATEMARCO, N., H. C. BRECHBUHL, "Identifying and Filling Gaps in Operational Technology Cybersecurity", MIS Quarterly Executive, 2024, vol. 23, no. 4, pp. 413-428

La sfida nascosta della trasformazione digitale - The Hidden Challenge of Digital Transformation
BRECHBUHL, H. C., N. ABBATEMARCO, "La sfida nascosta della trasformazione digitale - The Hidden Challenge of Digital Transformation", Economia & Management, 2020, no. 2, pp. 54-59

Balancing Innovation and Operations: Opportunities and Challenges of Second Generation Enterprise Mobility
BRECHBUHL, H. C., S. BERGHAUS, T. SAMMER, A. BÄCK, "Balancing Innovation and Operations: Opportunities and Challenges of Second Generation Enterprise Mobility", The Journal of Management Systems, 2014, vol. 24, no. 3, pp. 31-44

Protecting Critical Information Infrastructure: Developing Cybersecurity Policy
BRECHBUHL, H. C., R. BRUCE, S. DYNES, M. E. JOHNSON, "Protecting Critical Information Infrastructure: Developing Cybersecurity Policy", Information Technology for Development, 2010, vol. 16, no. 1, pp. 83-91

Best Practices for Service Organisations
BRECHBUHL, H. C., "Best Practices for Service Organisations", Business Strategy Review, 2004, vol. 15, no. 1, pp. 68-70

Articles in national/international newspapers

In the Consumer Age, the Customer Dictates the Pace
BRECHBUHL, H. C., A. TRNJANIN, "In the Consumer Age, the Customer Dictates the Pace", Handelszeitung, April 2016, vol. 15, no. Digital Transformation Issue

Research Reports

Deep Shift: 21 Ways Software Will Transform Global Society - Global Agenda Council on the Future of Software & Society
ESPINEL, V., H. C. BRECHBUHL, E. BRYNJOLFSSON, M. ANNUNZIATA, R. CAO, S. CRAWFORD, P. DE FILIPPI, M. FANJUL, M. GOODMAN, D. C. HOKE, D. KIRKPATRICK, C. LANNG, R. MADELIN, J. MOODY, C. MOREIRA,

P. BRENDAN, K. PETERSON - "Deep Shift: 21 Ways Software Will Transform Global Society - Global Agenda Council on the Future of Software & Society" - 2015, World Economic Forum

Proceedings/Presentations

The New Enterprise Mobility: Seizing the Opportunities and Challenges in Corporate Mobile IT
BRECHBUHL, H. C., T. SAMMER, A. BÄCK, "The New Enterprise Mobility: Seizing the Opportunities and Challenges in Corporate Mobile IT" in 19th AMCIS 2013 Proceedings, August 15-17, 2013, Chicago, IL, United States of America

Information Security in the Extended Enterprise: Some Initial Results From a Field Study of an Industrial Firm
BRECHBUHL, H. C., S. DYNES, M. E. JOHNSON, "Information Security in the Extended Enterprise: Some Initial Results From a Field Study of an Industrial Firm" in 4th Annual Workshop on the Economics of Information Security, June 1-3, 2005, Cambridge, MA, United States of America