

Marta Widz

Professor of Practice



Knowledge Group: Strategy and Operations

Research Domains: Entrepreneurship & Family Business

Teaching Domains: Family Business

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Biography

Marta Widz is Professor of Practice in Family Business and an internationally recognized scholar and advisor in the field of family enterprises and family offices. Combining academic rigor with hands-on experience, she has supported entrepreneurial families across Europe, the Americas, and Asia in governance, sustainability, and succession planning.

She is the founder of the Family Silver Institute, a boutique advisory dedicated to family business governance and purposeful wealth management, and collaborates with leading academic institutions such as the University of Vermont and INSEAD. Previously, she contributed to major international initiatives, including the IMD-Pictet Sustainability in Family Business Award, assessing the sustainability strategies of global groups such as Decathlon, Velux, and Sodexo.

Acknowledged by *Family Capital* among the *Top 100 Family Influencers* and *Top 20 Family Business Advisors*, she has also been inducted into the *Family Business Hall of Fame* by *Family Business United*. Author of articles, cases, and book chapters, she is a respected voice within the world's foremost family business research and advisory networks.

With dual Swiss and Polish citizenship, she earned her Ph.D. at the University of St. Gallen and conducted research at IMD Business School, working closely with some of the world's most prominent family enterprises. Her mission remains to guide next generations in viewing family business as a platform for responsible, sustainable, and future-oriented growth

Contribution to Chapters, Books or Research Monographs

From Founder Identity to Family Business Group (FBG) Meta-Identity: Identity Development in the Journey from a Founder's Firm to an Entrepreneurial Family with a Portfolio of Businesses

WIDZ, M., M. J. PARADA, "From Founder Identity to Family Business Group (FBG) Meta-Identity: Identity Development in the Journey from a Founder's Firm to an Entrepreneurial Family with a Portfolio of Businesses" in The Palgrave Handbook of Managing Family Business Groups., Marita Rautiainen, Maria José Parada, Timo Pihkala, Naveed Akhter, Allan Discua Cruz, Kajari Mukherjee (Eds.), Springer International Publishing, pp. 587-615, 2023

Which networks are there to exchange with and learn from other business families?

WIDZ, M., "Which networks are there to exchange with and learn from other business families?" in Enabling Next Generation Legacies. 35 Questions that Next Generation Members in Enterprising Families Ask., Peter Jaskiewicz, Sabine B. Rau (Eds.), Family Enterprise Knowledge Hub Publishing, chap. 2.9, 2022

Fostering Entrepreneurialism and Intrapreneurialism Within the Family Enterprise System

VOGEL, P., M. WIDZ, "Fostering Entrepreneurialism and Intrapreneurialism Within the Family Enterprise System" in Family Entrepreneurship., Matt R. Allen, William B. Gartner (Eds.), Springer International Publishing, pp. 281-298, 2021

GMA Garnet's circular economy: Jebsen & Jessen's leadership in environmental sustainability

WIDZ, M., V. FARBER, "GMA Garnet's circular economy: Jebsen & Jessen's leadership in environmental sustainability" in Pioneering Family Firms' Sustainable Development Strategies., Pramodita Sharma, Sanjay Sharma (Eds.), Edward Elgar Publishing, chap. 10, pp. 252-276, 2021

The sustainability initiative at IMD Business School

ABADIR, S., N. OLYNEC, M. WIDZ, "The sustainability initiative at IMD Business School" in The Innovative Business School. Mentoring Today's Leaders for Tomorrow's Global Challenges., Daphne Halkias, Michael Neubert, Paul W. Thurman, Chris Adendorff, Sameh Abadir (Eds.), Routledge, Taylor and Francis Group, chap. 8, 2020

Proceedings/Presentations

Designed the secession on Family Office: Tapping on the Most Private Vehicle for Family Wealth management

WIDZ, M., N. KAMMERLANDER, A. DE MASSIS, "Designed the secession on Family Office: Tapping on the Most Private Vehicle for Family Wealth management" in International Family Enterprise Research Academy 2023 Annual Conference, July 5-8, 2023, Krakow, Poland

Brown-Forman: Nothing better in the market

WIDZ, M., "Brown-Forman: Nothing better in the market" in International Family Enterprise Research Academy 2021 Annual Conference, June 14-25, 2021, (virtual)

Experiencing the Complexity of the Family Business Advisory Intervention

WIDZ, M., "Experiencing the Complexity of the Family Business Advisory Intervention" in International Family Enterprise Research Academy 2020 Annual Conference, June 24-26, 2020, Santander, Spain

Pentland Brands: Succession Dilemma

WIDZ, M., D. KENYON-ROUVINEZ, "Pentland Brands: Succession Dilemma" in International Family Enterprise Research Academy 2020 Annual Conference, June 24-26, 2020, Santander, Spain

J.M. Huber: In the Midst of the Leadership Succession

WIDZ, M., D. KENYON-ROUVINEZ, "J.M. Huber: In the Midst of the Leadership Succession" in International Family Enterprise Research Academy 2019 Annual Conference, June 17-21, 2019, Bergamo, Italy

Family firm advisors and engagement in radical innovation

WIDZ, M., A. MICHEL, "Family firm advisors and engagement in radical innovation" in 78th Annual Meeting of the Academy of Management, August 10-14, 2018, Chicago, United States of America

Exit intentions of lone and family founders. The role of cultural-cognitive institutions

WIDZ, M., "Exit intentions of lone and family founders. The role of cultural-cognitive institutions" in 78th Annual Meeting of the Academy of Management, August 10-14, 2018, Chicago, United States of America

Entrepreneurial Exit Type and Pattern: an Agency, RBV, and SEW Account

WIDZ, M., "Entrepreneurial Exit Type and Pattern: an Agency, RBV, and SEW Account" in 77th Annual Meeting of the Academy of Management, August 4-9, 2017, Atlanta, United States of America

Conceptual Model of Institutional Antecedents to Entrepreneurial Exit: A Synthesis and Extension

WIDZ, M., "Conceptual Model of Institutional Antecedents to Entrepreneurial Exit: A Synthesis and Extension" in 77th Annual Meeting of the Academy of Management, August 4-9, 2017, Atlanta, United States of America

Family-Internal versus Family-External Exit: Multidimensional Conceptual Model in the Light of Institutional Theory

WIDZ, M., "Family-Internal versus Family-External Exit: Multidimensional Conceptual Model in the Light of Institutional Theory" in International Family Enterprise Research Academy 2017 Annual Conference, June 29-July 1, 2017, Zadar, Croatia

When Does a Founder Firm Become a Family Firm: Institutional Antecedents to Entrepreneurial Exit

WIDZ, M., "When Does a Founder Firm Become a Family Firm: Institutional Antecedents to Entrepreneurial Exit" in 76th Annual Meeting of the Academy of Management, August 5-9, 2016, Anaheim, United States of America

When does a founder firm become a family firm: The influence of institutions on family-internal succession intentions as an entrepreneurial exit option in the context of a developing economy

WIDZ, M., "When does a founder firm become a family firm: The influence of institutions on family-internal succession intentions as an entrepreneurial exit option in the context of a developing economy" in EURAM 2016 Conference, June 1-4, 2016, Paris, France

Institutional antecedents to the entrepreneurial exit options of Polish family firms

WIDZ, M., "Institutional antecedents to the entrepreneurial exit options of Polish family firms" in International Family Enterprise Research Academy 2015 Annual Conference, June 30-July 2, 2015, Hamburg, Germany

Articles in Scholarly Journals

Entrepreneurial exit intentions in emerging economies: a neoinstitutional perspective

WIDZ, M., N. KAMMERLANDER, "Entrepreneurial exit intentions in emerging economies: a neoinstitutional perspective", Small Business Economics, 2023, vol. 60, no. 2, pp. 615-638

Other

Practical Insights on Philanthropy for Single Family Offices

WIDZ, M., L. LOH, "Practical Insights on Philanthropy for Single Family Offices", WMI Impact: The Family Office Journal, February 2023, no. 3

Family Philanthropy: Evolving Concepts and Contexts

WIDZ, M., "Family Philanthropy: Evolving Concepts and Contexts", WMI Impact: The Family Office Journal, February 2023, no. 3, pp. 10-36

From Business Families to Complex Family Wealth Systems: Perspectives and Practices.

WIDZ, M., L. LOH, "From Business Families to Complex Family Wealth Systems: Perspectives and Practices.", WMI Impact: The Family Office Journal, January 2023, no. 2

The Fundamental Challenge for Family Offices: Impact and Owners' Identity

WIDZ, M., L. LOH, "The Fundamental Challenge for Family Offices: Impact and Owners' Identity", WMI Impact: The Family Office Journal, October 2022, no. 1

Encompassing the Owners' and Investors' Identity in Family Offices

WIDZ, M., "Encompassing the Owners' and Investors' Identity in Family Offices", WMI Impact: The Family Office Journal, October 2022, no. 1

Commentary #5 on The Governance Marathon: A research report sponsored by FFI's 2086 Society

WIDZ, M., M. J. PARADA, "Commentary #5 on The Governance Marathon: A research report sponsored by FFI's 2086 Society", FFI Practitioner, 24 August 2022

Designing and Experiencing the Family Business Advisory

WIDZ, M., "Designing and Experiencing the Family Business Advisory", Entrepreneur and Innovation Exchange, 2 September 2020

From Safety, Through Sustainability to Stewardship: The Triple-S journey of Jebsen & Jessen Family Enterprise

WIDZ, M., S. ABADIR, "From Safety, Through Sustainability to Stewardship: The Triple-S journey of Jebsen & Jessen Family Enterprise", FFI Practitioner, 5 August 2020

Family Businesses in the Times of Crisis and Global Recession: A story of resilience and sustainability

WIDZ, M., B. LELEUX, "Family Businesses in the Times of Crisis and Global Recession: A story of resilience and sustainability", FFI Practitioner, 22 April 2020

From Single Business to Portfolio of Businesses: When does the family business become a business family?

WIDZ, M., B. LELEUX, "From Single Business to Portfolio of Businesses: When does the family business become a business family?", FFI Practitioner, 13 March 2019

Lessons on Governance: Pruning the Tree or Inclusion

WIDZ, M., B. LELEUX, "Lessons on Governance: Pruning the Tree or Inclusion", FFI Practitioner, 18 April 2018

Cases in International Case Collections

JM Huber Corporation: Testing the Limits of Resilience Capabilities

ABADIR, S., M. WIDZ - "JM Huber Corporation: Testing the Limits of Resilience Capabilities" - 2022, The Case Centre, Great Britain

Firmenich: Juggling the Short and the Long Term

ABADIR, S., M. WIDZ - "Firmenich: Juggling the Short and the Long Term" - 2022, The Case Centre, Great Britain

Dachser (A): Intelligent Logistics

LELEUX, B., M. WIDZ - "Dachser (A): Intelligent Logistics" - 2022, The Case Centre, Great Britain

Dachser (B): Putting Intelligent Logistics to the Test

LELEUX, B., M. WIDZ - "Dachser (B): Putting Intelligent Logistics to the Test" - 2022, The Case Centre, Great Britain

Brown-Forman. Nothing Better in the Market

LELEUX, B., M. WIDZ, M. CHAUVET - "Brown-Forman. Nothing Better in the Market" - 2021, The Case Centre, Great Britain

GMA Garnet: Partnering for Environmental Mining

LELEUX, B., M. WIDZ - "GMA Garnet: Partnering for Environmental Mining" - 2019, The Case Centre, Great Britain

De Agostini: Repurposing the Business & the Family

LELEUX, B., M. WIDZ, G. CORBETTA - "De Agostini: Repurposing the Business & the Family" - 2019, The Case Centre, Great Britain

Pentland Group: A Family of Brands

LELEUX, B., M. WIDZ - "Pentland Group: A Family of Brands" - 2017, The Case Centre, Great Britain

Jebsen & Jessen Family Enterprise: A Hong From The Cold

LELEUX, B., M. WIDZ - "Jebsen & Jessen Family Enterprise: A Hong From The Cold" - 2016, The Case Centre, Great Britain