



# Wayne Brockbank

“HR lives up to its full potential when it contributes substantially to revenue growth.”

Dr. Wayne Brockbank is the first partner emeritus of The RBL Group. Professor Brockbank has made significant contributions as a Clinical Professor of Business at the Ross School of Business at the University of Michigan, and as a consultant and executive educator at The RBL Group.

Wayne's research, consulting and teaching made important contributions to strategic human resource management strategy and implementation, and international business. As a researcher, he co-authored four ground breaking books: *Competencies for the New HR* (2003), *HR Value Proposition* (2005), *HR Competencies* (2007) and *HR Transformation* (2009). These books were based on the 20 year long research project on HR Competencies. He has also published significant articles in *Human Resource Management Journal*, *Human Resource Planning*, *Harvard Business Review* and *Personnel Administrator* and has contributed numerous book chapters. In 1989, 1996 and 2000, he received the best HR paper of the year from the Society of Human Resource Management and the Human Resource Planning Society.

As an educator, at the University of Michigan's Executive Education Center, Wayne directed the Director of the Center for Strategic Human Resource Leadership. He was the Faculty

Director of the Strategic Human Resource Planning Program and Co-Director of the Advanced Human Resource Executive Program and the Human Resource Executive Program. These executive programs are consistently rated over the last twenty years as the best HR executive programs in the United States and Europe by the Wall Street Journal, Business Week and Leadership Excellence. He was also the founding Faculty Director of the Michigan Global Executive MBA.

He is also the Director of the Michigan Human Resource Executive Programs in Hong Kong, Singapore, United Arab Emirates and India as well as the Michigan Global Program in Management Development in India. And, he is a Distinguished Visiting Professor of Business Administration at Instituto De Altos Estudios Empresariales (Argentina) and has taught in university executive programs in Australia, Hungary, the Czech Republic, the Netherlands, England, Korea, Kuwait, Saudi Arabia, Ireland, China, Malaysia, Kenya, Ghana and Nigeria.

Professor Brockbank has also contributed to the development of the field of strategic HR management. He served on the Board of Directors of the Society of Human Resource Management and the Human Resource Planning Society. He has participated in workshops for the Academy of Management,

Linkage, The Conference Board, SHRM, Singapore Civil Service, Strategy Planning Forum, IQPC, and Human Resource Planning Society among other organizations. He has consulted throughout the world with major global corporations including the BAE Systems, Boston Scientific, Cardinal Health, Cathay Pacific Airways, Cisco, Citigroup, Eli Lilly, EQUATE, Exxon-Mobil, General Electric, General Motors, Godrej Group, Handelsblatt, Harley-Davidson, Hewlett-Packard, IBM, ICICI Bank, JP Morgan (India), LaFarge, LG Electronics, Medtronic, Microsoft, Motorola, Perez Companc, Rolls Royce, Royal Mail, Saudi Aramco, Shell, Sony-Ericsson, Tata Group, Texas Instruments, Unilever, United Bank of Switzerland, Verizon, Wal-Mart, Walt Disney Corporation, and Wyeth.

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