

Michael E. Freeman

Rigorous research, sharper leadership decisions

Associate Professor of Technology & Operations Management, INSEAD

Holder of the INSEAD Impact Fellowship



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Michael Freeman is a tenured professor at INSEAD, where he studies how organisations make decisions and teaches the leaders who make them. His current focus is Design the Agent, his method for building AI agents organisations can trust.

WORKING WITH LEADERS

Michael works with executive teams on the decisions that set a company's direction: strategic reinvention, innovation and disruption, operational transformation, and AI and digital strategy that holds up in practice. He teaches on INSEAD's flagship Advanced Management Programme and designs bespoke company engagements, from a single keynote to a week-long intervention. Two signature sessions: **From Chatbot to Agentic AI**, and the INSEAD **Phoenix Encounter** for radical reinvention.

DESIGN THE AGENT

Design the Agent gives leaders a shared language for the choices that make or break an agent. It centres on the **Agentic AI Design Canvas**, a one-page tool for the nine decisions that determine whether an agent can be trusted once it is live, and it underpins his forthcoming book, *Don't Prompt, Design*. The canvas and method are at designtheagent.com.

SELECTED IMPACT

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- **Research that made the front page.** A study on continuity of care was front-page news in *The Guardian* and *The Telegraph*, and covered by the BBC, *The Times*, and *The Independent*. Six articles in *Management Science*.
 - **Recognised teaching.** Two-time winner of INSEAD's Executive Education Award for Outstanding Teaching, and holder of the INSEAD Impact Fellowship.
 - **Chosen by global companies.** Executive programmes for Sony, Standard Chartered, KPMG, Colgate, Tata Consultancy Services, Lenovo, and OCBC, among others across healthcare, financial services, and technology.

BACKGROUND

PhD in Management Science, University of Cambridge (Judge Business School). Research Fellow at the Cambridge Centre for Health Leadership & Enterprise; previously visiting faculty at London Business School. Senior Editor at *Production and Operations Management*, and Associate Editor at *Management Science*.

Full CV, research, and writing at mefreeman.com.