

# Freelance Case Study Writer(s)

Company:

**IMD Business School**

Location:

**Switzerland / Lausanne**

Discipline:

Employment Type:

**Permanent Full-time**

Posted:

**07/04/2025**

Contact Person:

**If you wish to apply for this position, please specify that you saw it on AKADEUS.**

## Freelance Case Study Writer(s)

### About IMD

Founded by business executives for business executives, the International Institute for Management Development (IMD) is an independent academic institute with campuses in Lausanne and Singapore as well as a Management Development Hub in Shenzhen.

We strive to be the trusted learning partner of choice for ambitious individuals and organizations worldwide. Our executive education and degree programs are consistently ranked among the world's best by the Financial Times, Bloomberg, Forbes, and others.

Our leading position in the field is grounded in our unique approach to creating real learning, real impact. Through our research, programs, and advisory work we enable business leaders to find new and better solutions.

Our purpose is Challenging what is and inspiring what could be, we develop leaders and organizations that contribute to a more prosperous, sustainable and inclusive world.

To reinforce our team, we are looking for a

### Freelance Case Study Writer(s)

IMD, a leading business school based in Switzerland, is looking for experienced freelance case study writer(s) with evidence of high-quality (preferably published) teaching/pedagogical cases. This is an ongoing opportunity, and we require 100% human-generated, original writing with a strong focus on timely delivery.

The case writer(s) will work closely with Faculty to develop pedagogical case studies, from either primary or secondary sources, with the aim of generating high-quality thought leadership material

for use in our executive education and MBA classes. You will be responsible for managing the whole case writing process – including research, interviews with the case company, writing and revising case drafts, liaising with case editors and administrators, and submitting the case to the company for sign-off – with varying degrees of Faculty involvement. The main subject areas are strategy, leadership, culture and change management, finance and accounting, innovation and entrepreneurship, organizational behavior, supply chain and operations management, technology and AI, sustainability and social entrepreneurship.

## **Case studies at IMD**

At IMD, case writing is a cornerstone of our commitment to real-world impact and excellence in executive education. We publish around 75 cases and related materials a year to add to our collection of over 3,000 original cases, which are among the most widely adopted worldwide. Our faculty members consistently produce award-winning cases that engage global leaders using dynamic, real-life business challenges. They also frequently top The Case Centre's lists of bestselling cases. In 2025, our Faculty earned the prestigious Overall Award for the sixth time. Through the case method, we empower participants to step into the shoes of decision makers, fostering transformative learning that bridges rigorous academic thought leadership with cutting-edge business practice.

## **Key activities & responsibilities**

Contracted by the Research Resources Manager, the Case Writer(s) will work with a Faculty member with varying degrees of collaboration and direction; there may be the opportunity to work on several cases concurrently. The research agenda is determined by the Faculty members; on an operational level, the case writer has a high degree of responsibility and autonomy. Activities and responsibilities include:

- Research and write insightful IMD case studies for use in the classroom.
- Conduct interviews and carry out research to gather details for the case study and supplementary materials such as teaching notes. This may include on-site visits for data collection.
- Develop and manage relationships with executives in case companies, which may include accessing confidential materials.

## **Desired qualifications and skills**

- Graduate degree in a relevant field.
- At least 3 published teaching case studies.
- Experience in developing and writing case studies or similar pedagogical materials and managing the process.
- Excellent written English and the ability to produce original, human-generated text.
- Maturity and discretion to engage with very senior executives about potentially sensitive and confidential issues within their organizations.
- Strong analytical, communications, and interviewing skills; at ease in both academic and business settings.
- Ability to meet deadlines and manage project workload.
- Ability to work collaboratively and independently while establishing strong working relationships and able to take direction from one or more project leaders.

## **Benefits of working with us**

- Collaborative environment: Work alongside faculty who are experts in their field and contribute to cutting-edge research.
- Professional growth: Gain valuable experience and enhance your skills in a prestigious academic setting.
- Flexible work arrangements: Enjoy the flexibility of working on a project basis with the autonomy to manage your own schedule.
- Access to resources: Utilize advanced research tools and methodologies to support your work.
- Stimulating projects: Engage in diverse and intellectually stimulating research projects that make a real impact.

### **Additional information**

Ideally, case writer(s) should have official self-employed status or a registered company. If this is not the case, payment will be made via an umbrella company located in your country of residence. Remuneration will be competitive and commensurate with your work experience and the cost-of-living standards of your country of residence. If you live outside of Switzerland, you must be willing to travel occasionally to Lausanne for meetings and working sessions with the Faculty. IMD will not provide any work-related visas to work in Switzerland. If resident in Switzerland, you must already have a valid Swiss work permit or Swiss or EU-25&EFTA citizenship. The frequency of assignments will be based on Faculty demand. The start date is as soon as possible after onboarding is completed. Applications will be reviewed on a rolling basis until the appropriate profiles have been selected.

### **How to apply**

If you have the above skills and would like to be an IMD Case Writer, please send your complete application file (letter of motivation and resume in English and two examples of published case studies) using the following link:

<https://career2.successfactors.eu/sfcareer/jobreqcareerpvt?jobId=981&company=imdinterna&st=AD3D82FEFA49147CC74F0251E4A779CFE3D9D165>

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