



***Prof. dr. Annemieke J.M. Roobeek***

*Chair for Strategy and Transformation Management, Universiteit Nyenrode – The Netherlands Business School (since 1989)*

*Director-founder of MeetingMoreMinds, Amsterdam, The Netherlands (since 1999)*

*Director-founder of Open Dialogue, Amsterdam (since 1997)*

*Co-Director and founder of BLU-BluLifeUnlimited (since 2005) (health & lifestyle)*

**Supervisory memberships / governance activities:**

Member of the Supervisory board of PCM Publishers (since 1997)

Member of the Supervisory board of Aedes – employers organization for social housing corporations (since 1995)

Chairperson of the Netherlands Center for Science and Technology (NCWT) and

Chairperson of NEMO – Science Center, Amsterdam (since 2005)

Member of the Supervisory board of Draka Holding (since 2006)

Member of the Supervisory Board of Shikar, executive search and consulting, Vreeland, since 2004

Member of the Board of the Foundation of the Medical Center of the Free University, Amsterdam (since 2003)

Member of the Advisory Council of Arthur D. Little (ADLittle) (since 2005)

**Former memberships of Supervisory Boards:**

Non executive member of the Board of Fortis (banking & insurance, 1994-2005)

SNT (customer care centres; 1999-2002);

Medical Center of the Free University in Amsterdam (1995-2001);

NLR-The Netherlands Laboratory for Aerospace (1994-2000);

The Rietveld Academy of Arts, Amsterdam (1995-2001).

**Education**

- 1988 PhD. in Economics, Free University, Amsterdam. Thesis on the international technology race between OECD-countries in the field of information technologies, biotechnology and new materials.
- 1983 Msc. in Political Sciences (specialisation in international economic and political relations, and political theory), University of Amsterdam

### **Career data**

- From 2005 Initiator en co-founder/owner of BLU – BlueLifeUnlimited bv ([www.bluelifeunlimited.com](http://www.bluelifeunlimited.com)) , a multi-to-multi- international network of companies that generate innovative products, services and interactive media for the health and lifestyle market.
- From 1999 Initiator and owner of MeetingMoreMinds ([www.meetingmoreminds.com](http://www.meetingmoreminds.com)), an internet-based networking company to stimulate intercompany learning, innovation & professional development between companies and organisations
- From 1998 Initiator and founder of Social Adventures, a network for social action towards an intercultural society. Social Adventures is an independent non profit Foundation to stimulate intercultural talent and leadership
- From 1997 Professor of Strategy and Transformation Management at Nyenrode Business Universiteit, The Premier Netherlands Business School
- 1996 - 2001 Professor of Management of Complexities in Strategy and Policy at the Faculty of Social Sciences at the University of Amsterdam
- 1996 - Director-owner of Open Dialogue b.v., independent office for conceptual designs of innovative approaches towards strategies for complex matters in public and private settings
- 1994-1996 Wibaut Chair for Metropolitan Affairs, University of Amsterdam  
Initiator, conceptualiser and process architect of Forum Amsterdam, a large scale visioning and strategic action research project with hundreds of citizens on the future of the City of Amsterdam in 2010
- 1996 -2001 Director of STAR UvA b.v., Centre for Strategic Action Research, University of Amsterdam
- 1989-1997 Cornelis Verolme Chair, Professor of Technology and Economy, Universiteit Nyenrode, The Netherlands School of Business, Breukelen, NL
- 1989-1995 Senior Research Fellow of the Royal Netherlands Academy of Arts and Sciences (KNAW), Faculty of Economics and Econometrics, University of Amsterdam
- 1993 Research visit to BRIE, the University of California, Berkeley
- 1991-1992 Advisor for the Open University (UK) and External Assessor of an Open University course in Technology Management

- 1990-1992 Visiting lecturer on technology policy and innovation, University of Roskilde, Denmark
- 1990-onwards Project leader and advisor for large scale strategic action research projects and action learning trajectories in large and medium-sized companies and (public) organisations. Focus on strategy, organisational change, change management, innovation & new business development, involvement & empowerment, and stakeholder management. Developer of the management concept "Strategic Management from Below: a bottom up process approach".
- 1983-1989 Policy maker for the Committee for Energy, Research and Technology of the European Parliament, Brussels
- 1983-1988 Researcher, University of Amsterdam, Faculty of Economics and Econometrics, Department of Business Economics, Sections Industrial Organisation and Strategic Management & Human Resources Management
- From 1983 Advisor to the Dutch Government (technology policy, science policy, education, socio-economic policy, public works & infrastructure; innovation in public space, city development; integration of migrants, foreign policy)
- 1982 Interim-ship Dutch Parliament (Tweede Kamer); policy assistant for foreign policy, defense policy and development aid; study project on the competitiveness of Japan in the field of high technologies
- 1981 Study grant from the Goethe Institut, Schwäbisch Hall, Germany; language study and research projects on Peace movement in Germany; Squatters and Urban Development
- 1981 Robert Schuman Fellowship, European Parliament; international comparison study on the effects of flexibilisation of working hours and the participation of women in the labour force
- 1981 Study Grant from the Foundation of the University of Amsterdam

### **Contract research and Strategy projects (Open Dialogue and MeetingMoreMinds)**

Technical University Delft (knowledge valorisation and entrepreneurship); Province Groningen (strategy implementation and management development); Impact / AMC, PRC Bouw, Lost Boys, Atos Origen, Vizier (regional networking in health care), Quint Wellington Redwood (ICT consulting), Kristal NV and Far West (urban renewal, innovation and integration), PinkRocade Industry, NEVI (Dutch Purchasing Society), AWWN (employers organisation NL), City of Almere (Knowledge infrastructure in a New Town), Eneco, Factium, Deloitte, REMU, Novib, Oxfam International, Escador, TPG, Solvay Pharmaceuticals, Vitae, GeoDelft, ING, Government of Aruba, Shell Chemicals, PinkRocade Finance, Twinning, Amsterdam Airport Schiphol, Rabobank, Heineken, Pentascope, Fokker Aviation, Philips, Deutsche Telekom, Rocade Information Group, Ahold, Hewlett-Packard, OPG

(pharmaceuticals) AT&T Systems and Networks, Fokker Special Products, Inalfa (automotives), Holec, Cap Volmac, Federation of Trade Unions (FNV), GAK (social insurance), KBB, Theatre Group Amsterdam (TGA), DAG Friesland, Regional Police Corps The Hague, ING/Fatum, Oduber Hospital Aruba, Kooyman Construction Curaçao, Police Corps the Netherlands Antilles (KPNA); Commission of the European Communities, Dutch Ministry of Public Works and Infrastructure, Ministry of Economic Affairs, Ministry of the Interior, Ministry of Education, Culture and Sciences; City Council of Amsterdam, City Council of Rotterdam, City Council of The Hague.

**Major fields of interest**

- Knowledge based networking organisations (KBNO)
- Transformation management and paradigm changes
- Interactive strategy development and strategy implementation
- Public governance and participative decision making processes
- Metropolitan affairs and spatial development
- The development towards an Intercultural Society

Annemieke Roobeek (1958) has 3 children with Prof. Dr. Gerd Junne . They live in Amsterdam, the Netherlands

**Work addresses**

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