

# Biographical Resume Prof. dr. ir. J.G. Wissema

## *Personal data*

- Family name: Wissema
- First name: Hans (Johan Gooitzen)
- Date of birth: 7 October 1942
- Nationality: Dutch
- Marital status: Married, three children, one grandchild
- Languages: English and Dutch (fluent), French and German (good)

## *Areas of specialisation*

- management of universities and professional service firms; higher education policy
- creation of new technology-based firms, academic entrepreneurship
- innovation policy in government and management of innovation in enterprises
- strategy, organisational structure, management of change

## *Personal characteristics*

- practical organiser with conceptual background
- 'insistent diplomat' in governance issues
- capability to create a vision; practical sensitivity for trends
- team leader in implementing well-structured, strategy-based change
- cosmopolitan orientation

## *Present occupations*

- Managing Director, Wissema Consulting EOOD, Sofia, Bulgaria (from 2007)
- Emeritus Professor of Entrepreneurship and Innovation at the University of Technology in Delft, the Netherlands.

## *Education*

- 1966 MSc in control engineering, University of Manchester Institute of Science and Technology (UMIST, UK);
- 1967 "doctorandus" (MA) degree in chemical engineering, Rijksuniversiteit Groningen (The Netherlands);
- 1969 Ph.D. on a mathematics/control subject, UMIST.

### *Former employment*

1966-1972	Research jobs at the Universities of Groningen and Manchester, TNO, the Netherlands Institute for Applied Research (as an officer during compulsory military service) and the Mathematics Department, Akzo Corporate Research
1972-1973	Assistant to the VP-Technology of Akzo nv, in the fields of technology forecasting and corporate R&D strategy;
1974-1975	Strategic planner of Akzo International nv
1975-1976	Project manager Akzo International (projects in Indonesia, Spain, India, the USA and Japan)
1977-1985	Senior management consultant with Bakkenist, Spits & Co.
1981-1990	Professor of Management of Technology at the Technical University Delft, The Netherlands, later at Erasmus University, Rotterdam, The Netherlands (part time)
1986-1997	Founder and Managing Director of The Wissema Group bv, Business and Policy Consultants, The Hague, The Netherlands. This company was sold in 1997 through a buy-out
1988-1998	Professor of Business Policy at Nijenrode University, The Netherlands
1988-1996	Non-executive Board Member ('commissaris') of RTB Van Heugten, an engineering consultant, Nijmegen, The Netherlands
1998-2007	Founder and Managing Director of J.G. Wissema Associates bv, Business and Policy Consultants, The Hague, The Netherlands. This company was liquidated in 2007
1998-1999	Managing director of SEOR bv, a research and development subsidiary of Erasmus University, Rotterdam, The Netherlands (interim manager)
1998-2002	Non-executive Board Member of Triple P, a Nasdaq listed ICT company
2004-2005	Managing Director Consulting Group, Resources Global Professionals

### *Consulting experience*

- Consulting universities on their policy and organisation. This work is based on the concept of the Third Generation University;
- Creation of facilities and lectures for new technology-based firms (technostarters) at universities in East and West Europe and Asia;
- Strategy consulting with a wide range of industrial, trade and service enterprises, some of which are listed on the Amsterdam Stock Exchange, mainly in Holland but also in the UK, Mexico and Eastern Europe, professional service firms, hospitals, co-operatives, family enterprises and not-for-profit organisations;
- Restructuring organisations and changing corporate cultures in the same group of customers; this includes the introduction of business unit management as a market-oriented structure and culture;
- Restructuring of R&D departments in a number of industrial corporations and research institutions. Restructuring of know-how infrastructures in the metal, construction and agricultural sectors of the Netherlands. Design of national innovation policy in the Netherlands, Poland, Bulgaria and the North-West Region of the Russian Federation;
- Consulting activities with the Dutch Departments of Economic Affairs, Social Affairs, Defence, Agriculture, Education, Transport and Communication;
- Consulting with a number of East-European companies (Russia, Bulgaria, Poland, Turkey, Macedonia, Slovenia and Moldova). Consultancy assignments in Eastern Europe on behalf of Dutch Bilateral Aid, the European Bank of Reconstruction and Development, and the Phare, Tacis and ACE Programmes of the European Union.

### Research experience and publications

Since 1972, research projects were executed in the areas of interest. This has resulted in 16 books since 1977, some of which have been reprinted extensively and some of which have been translated into English, Russian, Spanish, Italian, Turkish, Bulgarian, Macedonian and Japanese. Altogether, some 100 000 copies were sold. The research was commissioned by research foundations, professional societies, Dutch government departments, the Phare Programme of the European Union or it was carried out as academic research.

Recent books include:

- *Towards the Third Generation University – Navigating the university in transition*, published by Edward Elgar Publishers in January 2009; published in Macedonian in 2008 and in Polish and Turkish in 2009 and as an early version in Polish and Bulgarian in 2006.
- *The art of strategic entrepreneurship* 16 (revised) reprints since 1986 in Dutch, translated into Russian; completely revised edition, 2001, reprinted in 2002.
- *Unit Management: entrepreneurship and co-operation in the decentralised firm*, 8 (revised) reprints in Dutch since 1988, awarded by the Dutch Association of Management Consultants, also published in English (with an American version), Spanish, Italian, Russian, Turkish and Bulgarian;
- *Fear of change? A myth!*, 8 reprints in Dutch since 1986;
- *Are managers driving through the red light?*, in Dutch (1997), on missing or neglecting warning signals and irrational management behaviour in decision making.
- Contributions were given to: J. Verloop, *Insight in innovation*, Elsevier 2004.

Altogether, 16 books and around 240 articles have been published, the more important ones in international professional journals (see *Publications*).

### Teaching experience

- From 2004, series of lectures and presentations on university management and why and how universities should support technostarters have been given in the Netherlands, Colombia, Brazil, Poland, Russian Federation, Bulgaria, Macedonia, Thailand, Turkey and Indonesia.
- Executive seminars or lectures on strategic management, restructuring, management of change and the other areas of interest were given in the USA, the UK, Japan, Switzerland, Norway, Sweden, Italy, France, Belgium, Germany, Canada, Brazil, India, Singapore, Hong Kong, Russian Federation, Bulgaria, Hungary, Czech Republic, Poland;
- Lectures were/are given to undergraduate classes and MBA-students at Erasmus University and Nijenrode University; regular guest lectures were given at other universities (CEI Geneva, University of Bradford);
- Participation in supervising many Ph.D. projects, in three as (co-)promoter.

### Entrepreneurial and management experience

- establishment, successful growth and buy-out of The Wissema Group bv, a consulting company employing 16 people;
- establishment of J.G. Wissema Associates and Wissema Consulting EOOD, consultancy companies, working with over 20 professionals annually on a network basis;
- various positions as non-executive Board member ('commissaris')

- interim managing director of SEOR bv, a research and development company of the Faculty of Economics of Erasmus University, Rotterdam, the Netherlands and the Consulting Group of Resources Global Professionals, Netherlands branch;
- chairman of the Technology Management section of Delft University of Technology, respectively Erasmus University.

#### *Related activities*

- Chairman and co-founder, Foundation for Entrepreneurship Development, Sofia, Bulgaria (since 1997)
- Founder and past chairman, Amstel Private Equity Club, Amsterdam, the Netherlands (2002-2004)
- Past chairman, Foundation Network Young Entrepreneurs, Delft, the Netherlands (since 2002)
- Member of the Advisory Board of The School for Business and Management of the Technical University of Bandung, Indonesia
- Visiting professor in entrepreneurship at the University of Rousse, Bulgaria
- (past) member of the Editorial Boards of Long Range Planning, IEEE Transactions on Engineering Management and a number of Dutch management publications;
- Past member of the Executive Committees of the Society for Strategic Planning (VSB) and the European Strategic Planning Federation. Past member of the Executive Committee of the Royal Institution of Chartered Engineers (KIVI) and advisory committees of the National Social-Economic Council (SER), the Department of Economic Affairs of the Netherlands and others.