



**Prof. dr. Annemieke J.M. ROOBEEK** (1958) is a multi-talented scholar and business woman specialized in realizing over-the-edge innovative concepts in an inspiring way.

She holds the Chair for Strategy and Transformation Management at **Business Universiteit Nyenrode** – The Netherlands Business School. She works at Universiteit Nyenrode since 1989, when she held the first Verolme Chair for Technology and Economy. In 1997 she exchanged the Verolme chair for a new Nyenrode chair on Strategy and Transformation Management. Since 2001 she is co-chair of the Strategy Center at Nyenrode. She lectures on strategy formation and international management, and on knowledge based networking organizations. From 1983-2001 she worked at the **University of Amsterdam**, where she held the Chair for Management of Complexities in Corporate Strategy and Public Policy (Faculty of Economics) and the Wibaut Chair for Metropolitan Affairs and Urban Development (Faculty of Social Sciences, section Spatial Development). She has been a fellow of the Royal Academy of Science and Arts (1988-1993). For the University of Amsterdam she had set up and has been director of STAR UvA b.v., a project organization for interactive strategic research projects with large groups of stakeholders and participants (1994-2001).

In her action research she focuses on large scale transformation processes and innovation projects with participative decision making. She is specialized in transforming companies and organizations into knowledge based networking organizations.

She is Director-owner of **Open Dialogue b.v.** since 1996, which is asked by companies and the public sector to design and execute complex transformation projects. Recent projects have been carried out for a.o.: PinkRocade, AWVN, Solvay Pharmaceuticals, Remu Energy, TPG, Shell Chemicals, Escador, GeoDelft, SNT, Vitae, ING, Twinning, Oxfam International, Amsterdam Airport Schiphol, Heineken, PentaScope, Rabobank, Fokker Aviation, Philips, Ahold. Beside working for private companies she has carried out very diverse projects in the public sector: health sector, the police, higher education, regional and urban development.

In 1999 she has set up **MeetingMoreMinds b.v.**, an inter-company networking organization to speed up learning, innovation & professional development among innovative companies. The activities are both high tech and high touch meaning that physical meetings are supported by a highly advanced Internet based communication and learning infrastructure. MeetingMoreMinds has initiated a SuperSalesClub for networking organization. MeetingMoreMinds has developed the concept of Intercompany Business Propositioning, where companies learn to sharpen their business focus by learning from and with other companies. The conceptual model of inter-company networking underlying MeetingMoreMinds is transplanted recently to various organizations (employers organization; sustainability organization; health care organizations; institutes of learning, governmental agencies). She is director/owner of MeetingMoreMinds and the conceptualizer of the networking projects for a broad range of industries and public organizations.

**BLU-BlueLifeUnlimited b.v.** is established in 2005 to stimulate breakthrough innovations in the health and lifestyle market in a multi-to-multi company setting. BLU has developed a network of

(inter)nationally operating companies. BLU can be seen as the business architect for new combinations of companies delivering innovative products, services and infotainment on health and lifestyle via a multi-channel approach (web portal, BLU Channel with narrowcasting, mobile lifestyle organizer, credit card). Annemieke Roobeek and Toon van Bodegom are the initiators and owners of BLU.

Annemieke Roobeek has been the initiator of **Social Adventures**, a non-profit foundation started in 1999 to stimulate new social networks in the development towards an intercultural society. Many projects in the field of education, action learning and working experience have been set up until 2005. All involved the interaction between business, schools for vocational training and social groups to optimize talent and cultural diversity.

Annemieke Roobeek is an experienced supervisory board member in companies and organizations. Currently she is non-executive director of PCM Uitgevers (publishing), non-executive director of Draka Holding (cables), member of the supervisory board of AEDES – Society for Social Housing Corporations, and a member of the Foundation of the Medical Center of the Free University in Amsterdam. She is Chairperson of the Netherlands Centre for Science and Technology and NEMO, the Netherlands largest Science Center based in Amsterdam. She is member of the Advisory Council of Arthur D. Little (Benelux).

She has been non-executive member of the Board of Fortis (financial services in banking and insurance; 1994-2005), member of the supervisory board of SNT Holding (customer care centers), as well as member of the board of several non-profit organizations, a.o. The Digital City (DDS), The Gerrit Rietveld Academy of Arts, The Netherlands Air and Space Laboratory (NLR) and the Academic Medical Centre of the Free University in Amsterdam.

She is a well known conference speaker on strategy, innovation, networking and organizational change. She has a reputation as a challenger for top executives (Reaal, Abott, DSM, Shell Chemicals, TPG, JP Morgan, Rabo bank, Ahold, industry associations, the Government) and she is a frequently asked lecturer for executive training programs.

Annemieke Roobeek (13 October 1958) has 3 children (20, 16, 13). She lives in Amsterdam, The Netherlands, Europe.

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