



CURRICULUM VITAE

Ph.D. SUSANNE JUSTESEN

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Susanne Justesen, Ph.d. and innovation advisor with INNOVERSITY COPENHAGEN is a recognised expert in innovation management and how diversity can make innovation processes more innovative. Her primary expertise is her radical and new, research-based approach to strategically managing innovation and innovative innovation processes in primarily larger, multinational corporations and organisations - with a special focus on how to leverage and use the unique knowledge diversity available to an organisation.

Susanne Justesen makes use of this expertise as innovation advisor to a range of different organisations in Denmark, but also in Europe and the US. Among these are Procter & Gamble (Z), IBM (both in Europe and the US), Cisco Systems (US), Kraft Food (US), Eccic (UK), The European Economic and Social Committee (EU), Association of European Regions (EU), The Region Friuli Venezia Giulia (I), Region Midtjylland (DK), Integrationsministeriet (DK), Københavns Kommune (DK), Odense Kommune (DK), Lego Company (DK), Lundbeck (DK), DONG Energy (DK), Arla Foods (DK), Deloitte (DK), Danish Design Center (DK), Krogh Design (DK), Novozymes (DK), Novo Nordisk (DK), Leo Pharma (DK), Danske Bank (DK), TDC (DK), DR (DK), Jyske Bank (DK), and Pfizer (DK).

In order to share her knowledge and expertise with a wider audience, Susanne Justesen founded INNOVERSITY NETWORK in 2000: an international network for people, companies and organisations interested in building skills and learning about how to manage innovation by managing knowledge diversity in their respective organisations. Today the network counts app 500 members from all over the world. Since 2005 Susanne Justesen has also been in charge of the international conference INNOVATING WITH DIVERSITY which takes place every two years in Copenhagen, attracting innovators, innovation managers and innovation enthusiasts from all over the world.

WORKING EXPERIENCE:

- 2009 – Associated lecturer at Copenhagen Business School**
Teaching different courses in innovation management, for regular master students (cand.soc) and executive master programs (ex. Master of Public Governance).
- 2009 - Officially appointed Expert to the European Economic and Social Committee EESC (EU)**
Having been appointed as an expert in innovation and integration to the EESC, I worked closely with Chairman for the EESC Consultative Commission on Industrial Change, Mr. Joost van Iersel during the spring of 2009. Together we prepared a political paper about the future role of European Universities in Europe in strengthening overall European Research and innovation, which has now been approved by the EU Parliament and will thus be important in the preparation of the next Lisbon Strategy.
- 2008 – Faculty member at the Executive Master Program LAICS**
Teaching, supervising student projects and conducting exams with the LAICS (Leadership and Innovation in Complex Systems) executive master program.
- 2007 Innovation columnist for Business.dk / Berlingske Tidende**
My column dealt with different topics related to innovation, with two column postings being published every week between March and July 2007
- 2004 – 2007 Ph.D studies in Innovation Management, Copenhagen Business School, Denmark**
A research project studying innovation processes in seven multinational organisations (Arla Foods, Danish Broadcasting Corporation, Jyske Bank, LEO Pharma, LEGO Company, Novozymes and Nycomed) in order to understand the role of diversity in innovation management – and how to leverage knowledge-diversity for innovation purposes in corporate innovation. Supervisor: Professor Mette Mønsted, Institute for Management, Politics and Philosophy, CBS. Research Fellow at Stanford University (US) in 2006. Ph.D. degree obtained in September, 2007
- 2005 - Organizer of the international conference: INNOVATING WITH DIVERSITY**
Conference is bi-annual and takes place in Copenhagen every two years (first conference 2005, second conference 2007, 2009 cancelled, next conference 2011). Learn more at www.innovatingwithdiversity.com

- 2003 - 2004** **Partner in QM.net I/S – company specialized in helping people build diverse networks**
The company specialized in building professional networking competences for professionals and organisations alike. Company was subsequently sold to Netværk Danmark, which at the time was Denmark's largest Networking company.
- 2002 - 2003** **Innovation advisor and founder, INNOVERSITY INC. NEW YORK**
Spent almost a year in Manhattan, New York, starting up a New York office of Innoversity, as I had experienced quite a substantial US interest in Innoversity activities, consulting services and solutions. I learned a lot from this US working experience, but unfortunately I was eventually rejected a US working permit, and without being able to work in my own company, I eventually decided to service my US clients from INNOVERSITY COPENHAGEN instead.
- 2001 -** **Innovation advisor and founder, INNOVERSITY COPENHAGEN**
Research-based consulting, research activities and speaking engagement in Denmark and internationally about how to benefit from knowledge diversity (disciplinary, professional, organisational, cultural differences) in corporate and organisational innovation; with a targeted focus on the role of cooperation in large multinationals.
- 2001 -** **Founder, INNOVERSITY NETWORK**
INNOVERSITY Network is an international network for people, companies and organisations interested in building skills and learning about how to manage innovation by managing knowledge diversity in their respective organisations. The network counts app 500 members from all over the world. Learn more at www.innoversity.org
- 2001 – 2002** **Teaching assistant at Institute for Management, Politics & Philosophy, CBS**
Co-developed an elective course at master level in the fall of 2001 (based on my master thesis) under the following heading: "Diversity in Organisations in a Knowledge Management Perspective".
- 2001** **Development of a new Executive Master-program in Knowledge Management, CBS**
Played a key role in developing the form and content of a new masters program offered at CBS
- 1999 – 2000** **Different freelance-assignments on webdesign og usability**
Designed and developed the INNOVERSITY websites, but ended up also designing, developing and testing websites for a few clients, among these were Den Danske Bank (test), Netvoka (test)t, PharmaCare (design & development) and Jubii (test).

- 1999** **Student work at Damgaard Holding (Marketing Management)**
 Did a monthly Competitor Intelligence Newsletter on the most important competitors, stock-exchange analysis, new product launches and financial forecasts in the ERP (Enterprise Resource Planning) - industry in general, and thus worked closely with all of the Damgaard international Product managers.
- 1998 – 1999** **Student work at Damgaard Development (User Education)**
 Did a Top-Down analysis of their communication patterns, and conducted a report to management on my findings, which included recommendations and suggested action plans in different areas. I was then put in charge myself to implement three of these action plans. One of my recommendations was to implement an intranet (which did not exist at the time), and I then subsequently developed the guidelines and structure for the Damgaard Developments Intranet.

EDUCATIONAL BACKGROUND

- 2004 – 2007** **Ph.D studies in Innovation Management, Copenhagen Business School, Denmark**
 A research degree obtained from CBS from studying innovation processes in seven multinational organisations. Ph.D. degree obtained in September, 2007.
- 1997 – 2001** **Master of Business Administration and Modern Languages in Intercultural Management**
 At Copenhagen Business School. I received the highest grade possible, which was awarded the 2002 cand.merc. int. thesis award at Copenhagen Business School, for “an outstanding Master’s thesis that demonstrates exceptional talent, originality and analytical rigor”.
- 1995 – 1997** **International Business Economy + HA 1st year, Copenhagen Business School**
 My bachelor degree was in Modern Languages, but I wanted to study in the master program: Intercultural Management, which my existing bachelor did not give access to. But I managed to get a dispensation from the Study Council (the first dispensation ever granted). In order to qualify, I did a second bachelor degree in International Business Economy (1995-1996) at CBS, and a year in the HA- programme (1996-1997), and was able to initiate my studies of Intercultural Management in 1997.

- 1997** **NLP (NEURO LINGUISTIC PROGRAMMING) Business Practitioner training**
 A 150 hours of training and courses from Pro Inter Action / Performex® Human Resources in Copenhagen. Final project: the role of the manager in employee development meetings.
- 1992 - 1995** **Bachelor of Modern Languages at Aarhus Business School (English + Italian)**
 This BSc in Economics, Business Administration and Modern Languages is a degree combining business administration with two modern languages, eg. English and Italian
- 1994** **A semester at Political Science, Università di Bologna (Italy)**
 In the spring of 1994, I spent half a year in Bologna, where I studied political science, with a focus on American politics and history, such as US History in the 20th century, American Populism etc.

REPRESENTATIVE POSITIONS AND HONORARY ASSIGNMENTS

- 2008** **Speaking in the EU Parliament (celebration of the 50 year anniversary of the EESC)**
 Invited to participate in panel debate in the EU Parliament for the celebration of the 50 year anniversary of the EESC (European Economic and Social Committee). The five other panelists in the debate were: Jaque Delors, Nana Mouskouri, Italian poet Erri de Luca, French entrepreneur Martin Rogard, and Estonian entrepreneur and Baltic MTV director Ms Karoli Hindriks.
- 2008** **Keynote speaker at the Association of European Regions annual general assembly (It)**
 Invited as the keynote speaker at this annual AER meeting, where the title of my speech was: “Diversity as a building block for innovation in Europe”
- 2007 -** **Jury Member in The Association for European Regions European Innovation Award Jury**
 This annual innovation award aims at honouring European Regions which have stimulated, fostered and implemented innovation in their territory. Fellow jury members are Professor Peter Heydebreck (Managing Director of Innogroup AG Karlsruhe); Joachim

Hafkesbrink (President Technology Innovation International and Managing Director of Innowise); and Klaus Klipp, Secretary General of the Assembly of European Regions

2007 -	Board Member: House-owners' association of Sankt Gertruds Stræde 8
2007 -	Board Member: The Justesen Foundation
2003 – 2006	Danish representative: International Creativity & Innovation Day
2002 - 2004	Board member: Danish Entrepreneurship Association
2002 - 2004	Board member: Danish Association for Creativity & innovation
2001 – 2002	Steering Committee member, Executive Master-programme in Knowledge Management
2001 - 2002	Board Director: House-owners' association of Sommerstedgade 21-23
2000 -	Board member: House-owners' association of Sommerstedgade 21-23
2000 - 2003	Coordinator in KUBUS Human Resources Network for group on innovation
1998 – 2002	Founder of sub-group on IT-issues in Webgrrls Copenhagen
1995 - 1996	Board member: The International Association at Copenhagen University
1992 - 1995	Board member: The International Student Centre at Aarhus University
1993 - 1994	Board member and President: Erasmus Student Network – Denmark
1993	Guide for new students at Aarhus Business School
1993	Organizer of International panel-debate prior to the EU-referendum - 200 participants
1992 - 1993	Member of the editorial board, student magazine Handleren at Aarhus Business School

LIST OF PUBLICATIONS

2008	Innovation Management as Nexialism Academic working paper presented at the European Management Conference EURAMo8 in Lithuania in May 2008.
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- 2007** **Navigating the paradoxes of diversity in innovation practise (PhD dissertation)**
 'A longitudinal study of six very different innovation processes – in practice'. My PhD dissertation from Copenhagen Business School, published by Samfundslitteratur
- 2007** **A Column about innovation twice a week by Business.dk / Berlingske**
 A total of 25 columns were published during the spring / summer of 2007 - all dealing with different aspects of innovation and innovation management
- 2006** **Organisational diversity as a driver of innovation**
 Article published in CVL Hotline - a publication from Copenhagen Business School, published in august 2006
- 2006** **The Social Construction of Homogeneity in Organisational Innovation Practice**
 Paper presented at SCANCOR / Stanford University during the summer of 2006
- 2005** **Betydningen af diversitet i netværk**
 Chapter in Mod Entrepreneurielle Ledelsesformer (eds.) P.R. Christensen & Flemming Poulfelt., Forlaget Samfundslitteratur, pp. 87-92
- 2005** **Manglende innoversitet i toppen af dansk erhvervsliv.**
 Article in the Danish Management journal: Ledelse I Dag, May 2005
- 2005** **Does diversity lead to innovation?**
 Chapter in Antology about diversity, equality and leadership (eds) Thisted, L.N. & Nour, S., Børsen Forlag: København
- 2004** **Innovation and diversity in organisations – Innoversity.**
 Conference paper presented at the conference: Diversity and Complexity Workshop at Università degli Studi di Bologna, July 13-14.
- 2004** **Innoversity in Communities of Practice**
 Chapter in Hildreth, P. & Kimble, C. (eds.): Knowledge Networks: Innovation through Communities of Practice, Idea Group Publishing: London, pp. 89-101
- 2002** **En strategisk tilgang til mangfoldighed**
 Article published by Leadingcapacity.dk - a knowledge portal about management
- 2001** **A Study of the Dynamics inherent in the Relationship Between Innovation & Diversity**
 Working Paper, Institute for Management, Politics & Philosophy at Copenhagen Business School, May 2001