

CURRICULIM VITAE

Name: Dr. Peter A.M. Jansen
Date of birth: 10th of May 1961
Nationality: Dutch
Marital status: Married, two children
Present address: 900, Chemin de St. Jean, 06620 Le Bar sur Loup, France

SUMMARY

Experienced academic lecturer, non-executive director, general manager and strategy consultant.

Competences: Principal Lecturer/Visiting professor, Non-Executive Director, General Management, Strategy & Management Consulting, Board Room Consulting.

Areas of expertise: Corporate Governance and Ethics, Mergers & Acquisitions, Corporate strategy, International Marketing, Marketing and Communications, Sustainable Business Development, Entrepreneurship and Innovation.

Industries: Higher Education, Oil & Gas, Utilities, Media & Advertising, Professional Services.

OVERALL PROFESSIONAL EXPERIENCE

2013-now

Member of the Board of Directors (Independent Director) and President of the Strategy Committee at SNGN Romgaz SA, one of the largest natural gas producers in Eastern Europe. The company has a turnover of 1 billion euro and 6.500 employees (www.romgaz.ro) and also exploits a gas-fired power plant.

2013-Now

Principal Lecturer (PG level) at London School of Business and Finance (LSBF) and Interactivepro, specialized in Corporate Governance and Ethics, Mergers & Acquisitions, Corporate strategy, Sustainable Business Development/Carbon Management and Entrepreneurship, Management Consultant Toolkit, Global Marketing Management, Consumer Behavior and Research, Marketing Communications, Strategic Marketing Management, Entrepreneurship and Innovation, Current Issues in Oil, Gas and Energy, Internet Marketing Management, Innovation and Product Development, Strategic Sales Management, Project Management and Leadership.

2018-now

Visiting professor at GISMA Business School Berlin, teaching Corporate Governance, Mergers & Acquisitions and Global Marketing Management at PG level.

2014-2017

Program Director MSc in Marketing at Interactive/LSBF Online, responsible for the academic health and leadership of the program. In that role, I plan, coordinate and develop, in association with teaching staff and Module Leaders, the program's academic content.

2002-Now

Co-founder and partner of Cohn&Jansen JWT. Cohn&Jansen JWT is an *advertising and communication* agency, specialized in creation (ATL), communication strategy and on-line concepts. Since 2010, the agency is part of JWT, the 4th largest advertising network in the world.

2006-2008

Representative of Boston Consulting Group (BCG) in Romania. BCG is one of the leading *strategy consultancy* firms in the world.

October 1999 – July 2005

General Manager Sanoma Hearst Romania (SHR), a joint venture between Sanoma (Finland/Netherlands) and Hearst (USA). SHR was one of the leading magazine *publishing* companies in Romania (National Geographic, FHM, Cosmopolitan, Marie Claire, etc) with 150-200 employees.

1998 -1999

Vice President Business Development VNU Magazines Netherlands (now Sanoma Magazines), the largest *magazine publisher* in the Netherlands.

1995 –1998

Senior strategy consultant Boer & Croon Management Consultants in The Netherlands. As a *senior strategy consultant* I was engaged in and leading high profile strategic assignments for top 100 Dutch and multinational companies.

1990 –1995

Management consultant KPMG Management Consultants in The Netherlands, specialized in marketing and strategy.

1989

Junior researcher at the Research department of the European Parliament in Luxembourg (Robert Schuman scholarship)

ASSOCIATIONS

2018-

Member of the Association of Independent Directors, Romanian chamber.

2009-2011

President of the Romanian Advertising Agency Association (UAPR)

2006-2012

Founding member and board member of the Netherlands-Romanian Chamber of Commerce

EDUCATION

2015-2020

SMC University, Switzerland.

Doctorate in Management.

Title thesis: "Inside the black box of the board: Macro- and micro-level determinants of board effectiveness in European listed enterprises. A comparative analysis of Romania and the United Kingdom".

1992 – 1993

Netherlands Institute for MBA Studies (NIMBAS) Utrecht / University of Bradford (UK)

Master of Business Administration.

1999

Stanford Professional Publishing Course, Stanford California

1988

Netherlands Institute for International Relations "Clingendael", The Hague

1987

University of Nijmegen

Master in Educational Theory

1979 – 1986

University of Nijmegen

Master in Modern History with minors in Management & Organization and International Law.

1973 – 1979

Canisius College Nijmegen, B Grammar / A High School (Gymnasium)

LANGUAGES

Dutch: mother tongue
English: fluent
German: fluent
Romanian: fluent
French: advanced

REFERENCES

Steven van Groningen
CEO Raiffeissen Bank Romania
Member of the Board of Nominees at Fondul Proprietate
Email: steven.van-groningen@rzb.ro
Tel. 0040 721 220 421

Prof. dr. ir. Michiel Boersma, professor of Corporate Governance of (former) utility companies, Tilburg University, LAB TIAS.
President of the Board of Directors at Telegraaf Media Group
Board member at PostNL
Board member at Prometheus Energy
Board member at Electrica (Roemenie)
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PUBLICATIONS

Jansen, P.A.M. (2019). Inside the black box of the board: Towards a global comparative model of board effectiveness for listed companies. *Journal Of Corporate Governance Research*, 3.

Peter A.M. Jansen (2019). Climate change: Science and Scepticism. Open Access Government. Available at: <https://www.openaccessgovernment.org/climate-change-science-and-scepticism/66067/>

Peter A.M. Jansen (2018). Sustainable business development: Latest fad or strategic business practice? *Global Banking and Finance Review*. Available at: <https://www.globalbankingandfinance.com/sustainable-business-development-latest-fad-or-strategic-business-practice/>

Drs. PAM Jansen MBA, Why entrepreneurs don't scale up, Business Week Romania, February 2007

Drs. PAM Jansen MBA, Strategic Alliances, in: Business Week Romania, November 2006

Drs. PAM Jansen MBA, New rules for people businesses, Business Week Romania, August 2006

Drs. PAM Jansen MBA, To spend or not to spend: A new approach to advertising and promotion, in: Business Week Romania, July 2006

Drs. PAM Jansen MBA, Successful M&A, in: Business Week Romania, June 2006

Drs. PAM Jansen MBA, Realizing the growth potential of multi-business companies, Business Week Romania, May 2006

Drs. PAM Jansen MBA, Why Strategy still matters, in: Business Week Romania, May 2006

Jan Alberdingk Thijm and Peter AM Jansen, Strategies for successful organizational change, in: Holland Management Review nr 50, 1996

Peter AM Jansen and Gerard Putman, The Cultural Agenda: the negotiations between Fokker Aircraft and DASA, in Holland Management Review nr. 33, 1992

Drs. PAM Jansen, Corporate strategy in a single European market, Kluwer/VNO, KPMG Klynveld Management Consultants 1991 (ISBN 90 200 1447 1)

Drs. PAM Jansen, Eye on 1992. The consequences of the completion of the Internal Market for Dutch Small and Medium-sized enterprises: VNO (Dutch Employers Association) Charter for the best thesis on the consequences of the Single Market for Dutch enterprises; honorable mention, 1989