

Prof. Dr. Annemieke Roobeek, Chair for Strategy and Transformation Management, Nyenrode Business Universiteit, The Netherlands and Founder of MeetingMoreMinds (www.meetingmoreminds.com) and GrwNxt (www.grwnxt.com)



Specialization: Strategy; Design of Ecosystems, Innovation; Transformation Management

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Her focus and style of working

Annemieke Roobeek is a designer of business ecosystems around challenging issues, such as Feeding Megacities, healthy society and circular economy. In her research she applies big data analytics in combination with collective intelligence (Data & Dialogue). Via strategic dialogues she facilitates interactive strategy development and accelerated innovation with many parties on board, a style she calls 'interactive strategic innovation'. In modernization and transformational processes, she works with cross-sections of organizations to leverage the diversity of knowledge within the ecosystem and make it productive in terms of generating innovation and sustainability.

Annemieke Roobeek is known for her independence of spirit, her energy and entrepreneurial innovative drive. "Innovation means going over the edge. No fear. Otherwise everything would remain as it is. Innovation for me is to dare to consciously do things differently. You know in advance that it will take a lot of hard work with many different parties. But it's a thrilling interactive process that almost always leads to far-reaching innovations that will surprise all the onlookers."

Academic positions

Annemieke Roobeek has been a Professor of Strategy and Transformation Management at Nyenrode Business Universiteit since 1997, the fourth professorship in her career. Between 1988 and 2002 she was Professor of Technology and Economics (Nyenrode), Wibaut Professor of Urban Studies (University of Amsterdam) and Professor of Complex Issues in the Field of Strategy and Policy (University of Amsterdam). She lectures the International MBA, Public-Private Executive MBA, Executive Leadership programs, Digital Leadership, Business Development & Product Innovation, and in the executive program on Governance and Modern Co-Determination (Work Councils).

Founder & Director of companies

Annemieke is director and owner of MeetingMoreMinds B.V., established in 1999, an inter-company networking organization to accelerate innovation and sustainability implementation in a networked setting. (www.meetingmoreminds.com)

Recently she set up GrwNxt B.V., a company to deliver data-driven infrastructure for producing fresh produce in megacities in fully controlled climate growth rooms. (www.grwnxt.com)

Through Open Dialogue B.V., another of her companies, she has designed and supervised large-scale transformation processes and strategy projects for companies and (governmental) organizations since 1994.

She is co-initiator of XL Labs B.V. which is specialized in designing and developing ecosystems.

Non-executive board positions

Annemieke Roobeek is an INSEAD certified International Director (IDP-C). She is an experienced director and supervisory board member with over 20 years of hands on experience in various industries from finance to airlines and from publishing to pharmaceuticals.

She is currently Supervisory Board member at ABN AMRO Bank, Chair of the Board of Social Finance NL, and until recently Supervisory Board member at KLM-Royal Dutch Airlines (2011-2019) and ABBOTT Healthcare Products (2009-2018). She was non-executive director at Amsterdam RAI Exhibition Centre, Draka Holding, and Solvay Pharmaceuticals. She was Chairman of the Supervisory Board of Science Museum NEMO / NCWT-Dutch Centre for Science and Technology. She was a founding member of the Board of the VU Medical Centre Fund for promotion of special medical research. In 2009, and earlier she was member of the Supervisory board of the VU Medical Center. She joined the Housing Council with the mandate to work towards a vision of urbanization and sustainability and later in 2010 she was the chair for a study on the obstacles for renewal energies in The Netherlands for the RLI.

Former board positions

Annemieke Roobeek has been a member of various supervisory boards at, among others, Aedes (1996-2009), PCM (1996-2007), Fortis NV / AG (1994-2005), Haute Equipe (Financial Services) (2007-2008) and SNT (1999-2002). In addition, she was a member of the Board at NLR National Aerospace Laboratory (1994-2000), Member of the Supervisory Board of the VU University Medical Center (1995-2001), member of the VUmc Foundation (2003-2015), member of the Board of the Digitale Stad Foundation (1994-2000) and Member of the Board of the Rietveld Academy Foundation (1995-2001). The Ministry of Justice recommended her as a member of the advisory committee for the allocation of funds from the gambling organizations (2003-2004) and she was chairman of the Environment Advisory Council for Innovative Projects in Urban Renewal (IPSV) (2001-2002). She was also a member of the Advisory Board of Arthur D. Little (Benelux) (2005-2008) and Shikar (executive search and consulting) (2004-2008).

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