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Institut for Entreprenørskab og Relationsledelse  
Business-to-Business Marketing og Supply Chain Management  
Health and Inequality  
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## Forskningsområde

Ann Clarke is an experienced researcher with a strong record in publishing, fundraising, knowledge exchange and management of research projects. Her research interest is in firms' commercialization competences and management of innovation. This includes the themes: Public Private Innovation, market segmentation, commercialization, stakeholder involvement, value creation, relationships and networks, design thinking, management of innovation, business models innovation and innovation ecosystems. In recent years I have focused more on Public Private innovation. I am currently actively involved in forming a Scandinavian network on Public Private innovation, including applying for cross-country funding.

## Forskningsinteresser

Business to business marketing: segmentation, user driven innovation, business models.

Innovation: Public private innovation, health, cross sectoral collaboration, partnerships, stakeholder involvement, design thinking, innovation in networks.

## Nuværende projekter

1. 'Commercialization of Public-Private Innovation Solutions' (Danish: Syddansk OPI-pulje 2019-2021)

Financed by: The European Regional Development Fund (ERDF)

The purpose of the project 'Commercialization of PPI-solutions' is to support firms in getting their prototypes ready for the market. In other words; 'getting proof of concept', which is turning an early prototype into a working prototype to demonstrate that it works and evaluating its feasibility. However, the road from concept to market is fraught with obstacles, and many businesses fail to pass beyond the development stage into the commercialization stage. This is also why this transformation process is often called the 'Valley of Death'. By supporting the firms economically (through EU regional funds) it is expected that the project will contribute positively to growth in employment, sales and export opportunities for the firms. Besides financial support, it is also anticipated that firms' solutions will be validated through the Public-Private Innovations, as the partners will jointly test, develop and adjust the solutions. Funding is only provided when private firms collaborate with public parties to test and develop their prototypes. By connecting private firms to public organizations, firms improve their chances of adjusting their solutions in accordance with valuable public domain knowledge and feedback.

Link: <https://www.welfaretech.dk/projekter/syddansk-opi-pulje-2019-2021>

2. The Public-Private Innovation Nordic Research Network

Financed by: The Joint Committee for Nordic research councils in the Humanities and Social Sciences (NOS-HS)

The objective with the Public-Private Innovation Nordic Research Network is to explore and advance the research field of PPI and provide knowledge and guidelines on how PPI can create value for public and private parties. Knowledge is needed on how solutions are jointly developed, how challenges are overcome, and opportunities created to enhance our understanding of how solutions are applied and diffused to the public market and to leverage and scale the opportunities. The Nordic countries take a unique lead position in PPI as the countries have invested in various PPI-activities and created value from these. Since throughout Europe there is increased emphasis on PPI as an essential driver for solving 'Grand Challenges' presented by United Nations sustainable Development Goals (SDG's), we have a unique position to enhance research novelty. Joint network activities take place at three interrelated workshops. Purpose is to explore, enhance and elaborate across scattered PPI research conducted in Finland, Norway and Denmark and across various literature streams.

Link: <https://www.aka.fi/en/nos-hs/funded-projects/nos-hs-workshops/>

3. Cancer: Activating Technology for Connected Health – 'Catch': a MARIE SKŁODOWSKA-CURIE ACTIONS - European Industrial Doctorate (ITN)

Financed by: H2020 Marie Curie (ITN)

CATCH – offers 8 PhD positions in different institutions to research on connected health for patients with cancer.

Advances in cancer diagnosis and treatment have been ground-breaking, and we are now considering some cancers as chronic disease rather than fatal illness. This moves the point of focus in the fight against cancer from sustaining life towards maximizing functional capacity and Quality Of Life (QOL). Technology advances such as gamification based on biofeedback, and neuromuscular electrical stimulation, can help support QOL, but challenges also exist. In particular we need to understand specific challenges and patient journeys associated with cancer care and how we can help patients to

leverage psychological tools to better engage in their own care. We then need to optimize technological tools to meet patients' rehabilitation needs, and finally, to understand how to bring resultant solutions to market where they can have maximal impact on quality of care. This can only be done by a multidisciplinary programme of research involving close collaboration between researchers in academic, clinical and industry settings. As such, CATCH is a deep collaboration across academic, business and clinical sectors. Link: <https://www.catchitn.eu/about>

## Positions Held

2013-	Insituleder for institut for Entreprenørskab og Relationsledelse
2010-2013	Viceinstituleder ved institut for Entreprenørskab og Relationsledelse
2007-	Lektor
2004-2007	Adjunkt
2006-2013	Arbejds miljørepræsentant
2007-2013	Linieansvarlig for cand.merc. International Virksomhedsudvikling
2002-2004	HDA Administrator Sønderborg
2004-2007	HDA Koordinator Kolding
1997-2002	Industriel Ph.d. SDU og Danfoss
1997	Videnskabelig assistent, Aalborg Universitet
1992-1997	HA og cand.merc. Aalborg Universitet
1997	Student from Skive high School

## Bestyrelsesposter, styregrupper mv .:

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Formandspost

2017 - Formand for HD styrelsen ved SDU

2016 - Formand for styregruppen: Fyrtårnet for Velfærdsinnovation ved SDU

2015 - Formand for bestyrelsen ved Haderslev Katedralskole

2011 - 2017 Næstformand for bestyrelsen for Design2innovate

Medlemskab

2017 - Medlem af HD-fællesudvalg

2017 - Medlem af styregruppen for WHINN konferencen 2017

2017 - Medlem af bestyrelsen for Design2innovate

2016 - Medlem af styregruppen for Kolding kommunes Living Design Lab

Ambassadør for Inspiring Danmark

## Efteruddannelse

2014-2016 Den Professionelle Leder, Rambøll/Attractor

2016 Kursus i facilitering ved SDU (uge)

## Vejledning af ph.d. studerende

Igangværende ph.d. studerende:

Juan Miguel Muñoz Peñas

Afsluttede ph.d. studerende:

Winie Evers Finnemann

Helle Aarøe Nissen

Bo Schiønning Mortensen

Pia Storvang

## Bedømmelsesarbejde

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2015 Medlem af bedømmelsesudvalg for Lise Lodsgård 1. års ph.d. vurdering

2015 Formand for bedømmelsesudvalg for ph.d.-studerende Pia Geisby Erichsen

2014 Medlem af bedømmelsesudvalg for Manal Al-Qahtani 1. år PhD vurdering ved University of Western Sydney

2013 Formand for bedømmelsesudvalg til adjunkt stilling, SDU

2012 Medlem af lektorat bedømmelsesudvalg, Aalborg Universitet

2012 Formand for bedømmelsesudvalg for ph.d.-studerende Susanne Wiatr Borg

2011 Formand for bedømmelsesudvalg til ph.d. Mads Hovmøller

2011 Medlem af bedømmelsesudvalg for Pia Geisby Erichsen 1. års ph.d. vurdering

2010 Medlem af bedømmelsesudvalg for Pia Storvangs 1. års ph.d. vurdering

Deltaget i en række ansættelsesudvalg for rektor, professor, institutledere, lektorer, adjunkter etc.

## **Undervisning**

Har bred erfaring med undervisning på MBA, master, cand.mer.c og bachelor-niveau og har bred erfaring med at facilitere workshops og læringsforløb med virksomheder

Har bred erfaring med vejledning af MBA, Kandidat og Bachelor afhandlinger

2013 Ansvarlig for ph.d. læsekursus i Design vs Business, SDU.

2009 Ansvarlig for ph.d.-læsekursus i User Driven Innovation, SDU.

## **Management Experience**

Ledelseserfaring

2013 - Head of Department for department of Entrepreneurship and Relationship Management in Kolding

2010-2013 Vice Head of Department for department of Entrepreneurship and Relationship Management in Kolding

2016- Project manager for research project "e-patient"

2015- PI for D2I at SDU

2009-2013 Project manager for research project 'Brugerdreven innovation til udvikling af velfærdsteknologier' ('User-driven innovation for development of welfare technologies') in cooperation with Design School Kolding and Region Syddanmark.

2015 Part of the team organizing the conference IMP

2011 Part of the team organizing the conference Open Innovation and new business Creation