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Research areas

Business to business marketing: segmentation, relationships, user driven innovation, business models. Innovation: spin-off, innovation in networks, corporate venturing, open innovation, product platforms.

Civil status

Civil status: Married to Lyle Clarke (New Zealander and Senior Concept and Design Manager at B&O). Together we have 3 children: Hannah Lærke 16 years, Helena Vibe 14 years and David Christopher 10 years.

Positions Held

2013-	Head of Department Entrepreneurship and Relationship Management
2015	Vice Head of Department of Entrepreneurship and Relationship management
2007-	Associate Professor
2004-2007	Assistant Professor
2012	Workplace environment representative
2007-2013	Local coordinator for Diploma course in business administration (marketing) at campus Kolding, University of Southern Denmark.
2002-2004	Local Administrator of the Diploma course in business administration (marketing) at campus Sønderborg, University of Southern Denmark.
2004-2007	Local coordinator of the Diploma course in business administration (marketing) at Kolding
1997-2002	Ph.D. Student (business researcher): a cooperation between Danfoss Drives A/S, The Danish Academy of Technical Sciences (ATV) and the University of Southern Denmark. Dissertation title: 'Segmentation of Industrial Markets and Determining Product Line for Product Development'.
1997	Research Assistant, Aalborg University, Denmark.
1992-1997	Business Economics Aalborg University
1997	Student from Skive

Bestyrelsesposter, styregrupper mv .:

Board positions etc.:

Chairman

2017 - Chair of the HD board at SDU

2016 - Chairman of the steering committee: Welfare innovation at SDU

2015 - Chairman of Haderslev Katedralskole

2011 - Vice-chairman of the board for Design2Innovate

2017 - Member of the steering committee for WHINN konferencen 2017

2016 - Member of the steering committee for Kolding municipality Living Design Lab

Ambassador for Inspiring Denmark

Continuing education

2014-2016 The Professional Manager, Rambøll/Attractor

2016 Course in facilitation at SDU (week)

Vejledning af ph.d. studerende

Supervision of Ph.D. students

Current PhD student

Juan Miguel Muñoz Peñas

Finished PhD students
Winie Evers Finnemann
Helle Aarøe Nissen
Bo Schiønning Mortensen
Pia Storvang

Assessment work

Assessment work

2015 Member of assessment committee for Lise Lodsgård 1st year PhD assessment
2015 Chair of assessment committee for PhD student Pia Geisby Erichsen
2014 Member of assessment committee for Manal Al-Qahtani 1st year PhD assessment at University of Western Sydney
2013 Chair of assessment committee for Assistant Professor position, SDU
2012 Member of Associate Professorship assessment committee, Aalborg University
2012 Chair of assessment committee for PhD student Susanne Wiatr Borg
2011 Chair of assessment committee for PhD Mads Hovmøller
2011 Member of assessment committee for Pia Geisby Erichsen 1st year PhD assessment
2010 Member of assessment committee for Pia Storvangs 1st year PhD assessment

Participated in a row of employment committees for Rector, Professor, Heads of Departments, Associate professors, Assistant professors etc.

Teaching

Teaching

Have broad teaching experience at MBA, Master and Bachelor level
Have broad experience in supervising MBA, Master and Bachelor theses

2013 Planner and responsible for PhD reading course in Design vs Business, SDU.
2009 Planner and responsible for PhD reading course in User Driven Innovation, SDU.

Management Experience

Management Experience

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