

CURRICULUM VITAE

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CV

Employment Record

- Professor and program manager, Aarhus University, 2023 - present
- Associate Professor, Aarhus University, 2015-2022
- Founding Center Director of Interdisciplinary Center for Digital Business Development, Aarhus University, 2016-2023
- Associate Professor, University of Southern Denmark 2009-2015
- Assistant Professor, University of Southern Denmark 2009-2010
- CEO, KnowledgeHouse/Den Vidende Virksomhed, 2003 - present
- Global Event Manager, LEGO, 2001-2003
- Marketing Manager, Telenor, 2001-2001
- Marketing Project Manager, Merkantidata/Ementor, 1998-2001

Educations

- PhD in Front End Innovation from Aalborg University & Lundbeck A/S (2009)
- MsC in marketing Management from Aarhus School of Business/Aarhus University (2000)
- Bachelor in Business Administration, Aarhus School of Business/Aarhus University (1997)

Research areas

- Business Model Innovation
- Digital business development
- Sustainable business development
- Governance
- Ecosystems
- Innovation Management
- Open Innovation

Teaching Areas

- Business Development
- Digital Business
- Sustainable business
- Innovation Management

Teaching portfolio

Aarhus University

- 2023 - present Program Manager of AU BSS Executive Board Education in Digital Transition
- 2023 - present Program Manager of AU BSS Executive Board Education in Sustainable Transformation
- 2018 - 2022 Program Manager of Business Model Development (Master level)
- 2020 - 2022 Course responsible of Digital Model Development (ITKO/Master level)
- 2019 - 2022 Course responsible of Business Development (Bachelor level)
- 2015 - 2018 Course responsible of Business Innovation (Master level)
- 2015 - 2018 Course responsible of Innovation Management (Master level)
- 2017 - 2018 Course responsible of Business Innovation & Innovation Management

University of Southern Denmark

- 2009 - 2011 Course responsible of Entrepreneurship (Bachelor level), SDU
- 2011 - 2015 Program Manager of International Innovation Management (Master level), SDU

- 2012 - 2013 Course responsible of CSR (MPL/MBA level), SDU
- 2013 - 2015 Course responsible of CSR integration (Master level), SDU

Courses

- 2020 - 2021 AU Research Leadership Development Programme (4 modules)
- 2015 - 2016 Blended learning in teaching, University of Southern Denmark, 2015
- 2012 - 2013 University pedagogy for assistant professors, University of Southern Denmark 2012-2013
- PhD course: Introduction to Research designs in organisation and management (Aarhus University)
- PhD course: Interviewing: How to plan for, execute and analyse series of research interviews (Aarhus University)
- PhD course: Classic Organization Theory (ASB, W. Richard Scott, Stanford University)
- PhD course: Designing Social Learning Systems in a Globalized World (Aalborg University)
- Strategic Educational Planning, Technologic Institute
- PhD course: Innovation and Entrepreneurship (Aarhus University)
- PhD course: Writing and reviewing scientific papers (Aalborg University)

Research Stays

- 2021 St. Gallen, Switzerland
- 2020 KTH and Göteborg University, Sweden
- 2017 Stanford University, PhD visiting stay at Scancor, Palo Alto, USA

Awards, boards, chairs and distinctions

- Best paper award 2022 Business Model Innovation Conference
- Scientific board member IPDMC since 2019
- Member of Diversity Board at Aarhus University
- Lead of Work Package 6: Digital Business Development of AU Centre DIGIT <https://digit.au.dk>
- Head of Start-up digital talent program (IoTee Lab: <https://ioteelab.com/home-1>)
- Head of DBD's digital e-learning platform <https://dbd.au.dk>
- Developer and copyright owner of DMAT Digital Maturity Assessment Tool. Tested by 900 companies <https://dbd.au.dk/dmat/>
- Scientific board member WOIC 2021 conference
- Journal section editor of Journal of Business Models
- Special issue editor IEEE Sensors 2020 on Digital Business Models
- Since 1/2017 BFI board member of Scientific Group 40: Energy and environmental technology, resources and sustainability
- Co-organizer and chair at IoTweek 2021 chairing session on "IoT Business Model Innovation at the Edge, Murcia, Spain.
- Conference chair at NBM New Business Model Conference 2021.
- Conference chair at IoTweek 2020, Dublin, Ireland.
- Co-organizer and conference chair at session: Business Model Innovation, IoT Week in Aarhus, June 17-21st 2019, Aarhus University.
- Conference chair at NBM New Business Conference in Berlin 2019.
- TPC member of IEEE GIOTS Global IoT Summit 2019 held in Aarhus, DK and chair of "Workshop in business model innovation and sustainability in IoT".
- Organizer of GWS 2016 Global Wireless Summit November 27-30, Aarhus University
- TPC Co-Chair and conference chair of Global Wireless Summit November 27-30, 2016, Aarhus University
- Conference chair at IFKAD 2015 Culture, Innovation and Entrepreneurship: Connecting the Knowledge Dots. Bari, Italy - 10-12 June 2015
- Co-organizer of International Circular Economy Conference November 28, 2016 held at Aarhus University (Invited speaker: Walter Stahel)
- Organizer of Vision seminar of Aarhus University, BTECH, January, 19th, 2016.

Fundraising and research project coordination experience

- Project partner H2020 RIA, NGI Pointer (01/20-12/22). DBD/AU = 461.500 €, total 7.000.000 €
- Project partner H2020 CSA EU-IoT 10/20-02/23. DBD/AU = 322.500 €, total 2.000.000 €
- 1/2018-12/2020 Project partner H2020 RIA project name, IoT Crawler. DBD/AU = 385.000 €, total 5.000.000 €
- 6/2018-5/2020 Project lead AUFF Interdisciplinary. DBD/AU = 380.000 DKK
- 1/2018-12/2020 Project partner H2020 CSA, project name: NGI move. DBD/AU = 237.812 €
- 1/2018 - 1/2020 Project partner at "DigiB2B". Industriens Fond. DBD/AU = 500.000 DKK.
- 1/2018 – 1/2020 Project partner at "Nye Digitale Forretningsmodeller for B2B Fremstillingsvirksomheder". Industriens Fond, DBD/AU = 500.000 DKK.
- 1/2018-1/2020 Project partner H2020 Open Call, DIATOMIC. DBD/AU = 33.000 €, total: 130.000 €

- 1/2017-12/2017 Project lead of AUFF Grant for Research stay at KTH, Royal Institute of Technology, Stockholm - 85.000 DKK
- 10/2015-10/2016 Project partner of "Grøn omstilling". InnoSE, Innovationsnetværket Smart Energy. DBD/AU = 100.000 DKK
- 7/2015-6/2018 Project coordinator at AU of "Biogas 2020". Funded through EU Interreg Öresund- Kattegatt-Skagerrak, EU Regional Development fund. Budget for AU: 4,5 million DKK
- 1/2013 – 10/2014 Project partner of "Rethinking PSM" (project stakeholder management). Funded through PMI Project Management Institute and NetClipse, Vienna Wirtschaftsuniversität, Budget for SDU: 50.000 EURO
- 1/2012 – 12/2014 Project member of "Knowledge Sharing in National and International Multi- Partner Projects". Funded through The Danish Council for Independent Research. Budget for SDU: 400.000 DKK
- 1/2012 – 3/2013 Project member of "Energy at sea" (Energí på havet). Funded through EU, The European Foundation for Regional Development. Budget for SDU: 250.000 DKK
- 9/2011-9/2013 Project member of "Process development in regional SMEs" (Udvikling af processer i regionale små og mellemstore virksomheder). Financed by Region Sjælland, CAT and University of Southern, Denmark. Budget: 2.7 million DKK
- 2006-2009 Project organizer and coordinator, Lundbeck A/S, Grant for PhD Research Project Pharmaceutical Front End Innovation and Innovation Strategy – 2.0 million DKK

Most Recent Research Projects

ESG - fra rapportering til forretning

Aagaard, A. (PI) & Andersen, M. D. (Projektleder)
01/02/2024 → 31/01/2027

Digital Katalysator

Aagaard, A. (Deltager) & Neville, M. (PI)
01/11/2021 → 30/11/2023

GentænkNU

Aagaard, A. (Deltager) & Neville, M. (PI)
01/10/2021 → 30/11/2023

Digitale Forretningsmodeller til Fremtiden

Skou, A. K. (Deltager), Lippert, C. (Bevillingshaver) & Aagaard, A. (Projektleder)
01/01/2018 → 30/06/2020

DIGIB2B

Skou, A. K. (Deltager), Goduscheit, R. C. (Bevillingshaver) & Aagaard, A. (Projektleder)
01/01/2018 → 31/12/2019