

Mark van der Veen

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Personal profile Experienced leader of professionals. Clear strategic vision, fostering a collaborative atmosphere in the department and a prominent active role in building external relations for the school. Entrepreneurial academic with passion for quality in education. Proven track record in developing MSc programmes that combine academic rigour with outstanding interaction with the business community. Extensive experience in national and international accreditation.

Education

2007 PhD, Erasmus University Rotterdam. Thesis: The Organization of Greening. The integration of environmental management in new product development. Research financed by the National Science Foundation on the commercial success of 34 sustainable product development projects.

1992 MSc in Economics, Universiteit van Amsterdam

Certificates ISO 14000 Lead Auditor (LRQA), Basis Kwalificatie Onderwijs

Experience

2002 - current Amsterdam Business School (ABS), University of Amsterdam

Current roles: Associate Professor, Head of Section International Strategy and Marketing, Director of the MSc Business Administration

The International Strategy and Marketing section (35 fte) coordinates the teaching in various programmes of ABS and conducts internationally recognized research. As Head of Section I have integral responsibility for its strategy, recruiting, performance and financial aspects. Also initiating new projects with external funding and executive teaching. Another important role is to prepare the formation of a new department in Marketing.

As Director of the MSc Business Administration (www.masterinbusiness.nl) I have initiated and managed a transformation process to improve both the academic quality and the interaction with business practice and to make it more international. Among others I have launched the speaker series UvA in Carré and The Business Lab where all students can now work on solving real world business cases from corporate partners. I have also initiated the launching of new specialisations, new Master courses and an improved

thesis supervision process. The MSc Business Administration is highly selective and has an intake of around 700 students from 50 countries. The teaching involves over 50 lecturers teaching in 7 specialisations. Graduates now find employment relatively easily. In 2016 it was ranked nr.1 based on the National Students Survey (NSE) for comparable MSc BA programmes.

As Director of the Executive Programme in Management Studies I have contributed to transforming this master to a successful programme with an annual intake growing from 50 in 2008 to 150 students in 2016. I have prepared the programme for its successful accreditation, made it more competitive and increased the fees to make it profitable. Recently I have discontinued the marketing specialisation and launched Digital Business instead. We have reached the leadership in this highly competitive market.

Further relevant experience at the Amsterdam Business School:

- Repositioning of the premaster programme and making arrangements with NHTV, Hogeschool Rotterdam and HVA for their students.
- Acquisition of NWO (National Science Foundation) grant for research on sustainable business models in 2014 (200K)
- Contributed to SIA RAAK project together with Hogeschool Utrecht
- Contributed (also as selected programme) to successful accreditation of several master programmes (NVAO, AACSB, EQUIS), both initial and renewal
- Initiative for on-line peer reviewing of student presentations (ImprOgression)
- Collaboration with IT DEL in Indonesia to develop a business curriculum, including a research project on eco-tourism. We also explore the development of a hospitality bachelor.
- Teaching and coordination of courses in strategic management, corporate social responsibility and business ethics, both for regular and executive students
- Developed corporate relations with i.e. Unilever, Vodafone, L'Oréal, Danone, Shell, ABNAMRO, Ahold, TomTom, Vandebron, ING

2011 - 2012

Hogeschool van Amsterdam (0,1 fte)

Dean of the International MBA. My role was to manage a reorganization process.

2003 - 2008

Hogeschool van Amsterdam (0,5 fte)

Position as Lector Corporate Social Responsibility. Responsible for the integration of CSR in the curriculum, initiating applied research, the professional development of faculty and external relations. Initiated several projects in collaboration with the industry (Havenbedrijf Amsterdam, Westfriese Ondernemers, Rabobank), produced 2 HBO textbooks on CSR and developed a 30 EC minor programme (Reputation Management).

1992 - 2002

Institute for Environmental Management (WIMM)

First as junior consultant and from 1996 as managing director. Activities included the training of professionals (managers, auditors, police) in the

field of environmental management and auditing; consultancy for companies, ministries and the European Commission. I combined my role at WIMM with a part-time teaching position at the UvA.

Example projects:

- Analysis of the potential economic impact of a European directive to regulate the VOC-content in decorative paints. This was implemented as the "Paints Directive"
- Development of a European standard for environmental management in seaports in the Ecoports projects, funded by the EU. The project included the formulation of industry standards, management and auditing systems, training materials and a system for knowledge sharing among port professionals. The results were later also used for the EU funded project in Vietnam and Cambodia (Asia Pro Eco)
- Management of a "green" MBA and several executive courses on integrating CSR-issues in marketing, corporate strategy and auditing.
- Acquisition of NWO funds for academic research in the field of environmental management as a partner in the DynEmics project in collaboration with Erasmus University Rotterdam and Vrije Universiteit.
- Several projects in collaboration with KPMG to analyse global trends in CSR reporting

Other activities

2013 - current	Member of Het Groene Brein. Network of academics for a greener economy.
2009 - 2014	Member and later also vice-chair of the works council.
2007 - 2013	Editorial board INS Net, online newsletter on sustainability
2009 - 2013	Member of the advisory board of Duurzaamheids en Innovatiefonds van de Haven Amsterdam (sustainability and innovation fund of the Port of Amsterdam)
2004 - 2012	Scientific advisor of the Ecoports Foundation (industry network of European seaports)
2010 - 2012	Member of the board of examiners NIMA-C (vocational training for marketers)
2006 - 2009	Member of the city council of Hilversum. Domain education and economics

Publications

- Van der Veen (2010). Green sells! Wat maakt groene marketing succesvol? in Pepper, March 2010
- Moratis and Van der Veen (2010). Basisboek MVO, 3rd revised edition. Assen: Van Gorcum (CSR text book, 3500 copies sold)
- Van der Veen (2007). The Organization of Greening. The integration of environmental management in new product development. Rotterdam: Erasmus Universiteit Rotterdam (PhD thesis, funded by NWO)
- Moratis and Van der Veen (2006). Basisboek MVO. Assen: Van Gorcum (CSR text book)

- Kolk, Van der Veen et al (2005). KPMG International Survey of Corporate Sustainability Reporting 2005. De Meern: KPMG
- Van der Veen (2004). MVO en Communicatie. Utrecht: ThiemeMeulenhof (text book on CSR)
- Bouma, Van der Veen et al (2002). Wanted: A theory for Environmental Management Accounting. in Environmental Management Accounting: Information and Institutional Developments. Dordrecht: Kluwer Academic Publishers.
- Kolk and Van der Veen (2002). Dilemmas of balancing organisational and public interest: how environment affects strategy in Dutch main ports. Vol. 20; No. 1. European Management Journal
- Kolk, Van der Veen et al (2002) KPMG International Survey of Corporate Sustainability Reporting 2002. De Meern: KPMG
- Broekhuizen, Van der Veen et al (2000). Decopaint, study on the potential for reducing emissions of volatile organic compounds (VOC) due to the use of decorative paints and varnishes for professional and non-professional use. Amsterdam/Dublin Chemiewinkel/Enterprise Ireland
- Van der Veen (2000). Management Accounting voor een maximaal mileurendement. Tijdschrift voor de Bedrijfsadministratie, 104 (1232), 164-173)
- Peelen en Van der Veen (2000). Behoedzaamheid troef bij milieumarketing. Tijdschrift voor de Bedrijfsadministratie, 104 (1232), 152-156.
- Langerak, Peelen and Van der Veen (1998). Exploratory results on the antecedents and consequences of green marketing. Journal of the Market Research Society, 4 (40), 323-336