

## CURRICULIM VITAE

Name: Dr. Peter A.M. Jansen MBA  
Date of birth: 10<sup>th</sup> of May 1961  
Nationality: Dutch  
Marital status: Married, two children  
Present address: 900, Chemin de St Jean , 06620 Le Bar sur Loup, Franța

### SUMMARY

Director General, university lecturer, management/strategy consultant and entrepreneur. Increasingly active as Non-Executive Director or Member of the Advisory Board.

Competencies: Non-Executive Director, university lecturer, general management, management and strategy consultant.

Areas of expertise: Corporate Governance and Board of Directors Efficiency. Strategy and Business Planning, Marketing & Communication, Leadership Development.

Industries: Oil & Gas Industry, Utility Companies, Media & Advertising, Telecom, FmCG, Professional Services, Banking, etc.

### OVERALL PROFESSIONAL EXPERIENCE

January 2022-

Invited lecturer at SKEMA Business School Nisa, specialized in Environment Economy and sustainable business development.

July 2021- January 2022

Member of the Supervisory Board Damen Shipyards Mangalia.

2013- March 2021

Member of the Board of Directors (Independent Director) and Chairman of the Strategy and Audit Board of SNGN Romgaz SA, one of the biggest natural gas producers in Southeast Europe, with approximately 1 billion Euro turnover and 6300 employees ([www.romgaz.ro](http://www.romgaz.ro)) .

2013- Present

Senior lecturer and Academic Program Director London School of Business & Finance University (LSBF), specialized in Corporate Governance and Board of Directors' efficiency, Oil, Gas and Energy, Mergers & Acquisitions, Sustainable Business Development, Public Relations Management, Marketing and Strategic Management, Integrated Communication and Marketing, Digital Management Marketing and Sales Strategy and Project Management and Leadership.

2018-Present

Professor invited at Berlin Business School (GISMA), specialized in Mergers & Acquisitions (Corporate Finance).

2002- Present

Founder and partner of Cohn & Jansen JWT. Cohn & Jansen JWT is an advertising and communication agency, specialized in creation, communication strategy and on-line concepts. Since 2010, the agency is part of JWT, the 4<sup>th</sup> largest advertising network in the world.

2006-2008

Representative of Boston Consulting Group (BCG) in Romania. BCG is one of the leading strategy consultancy firms in the world.

October 1999 - July 2005

*Managing Director* Sanoma Hearst Romania (SHR), one of the leading magazine publishing companies in Romania (National Geographic, FHM, Cosmopolitan, Marie Claire, etc)

1998 -1999

Vice President Business Development VNU Magazines Netherlands, the largest magazine publisher in the Netherlands.

1995 -1998

Senior strategy consultant Boer & Croon Management Consultants in The Netherlands. As a senior strategy consultant I was engaged in and leading high profile strategic assignments for top 100 Dutch and multinational companies.

1990 -1995

Management consultant KPMG Management Consultants in The Netherlands, specialized in marketing and strategy.

1989

Junior researcher at the Research department of the European Parliament in Luxembourg (Robert Schuman scholarship)

## ASSOCIATIONS

2018- Present

Member of the Independent Directors Association from Romania.

2009-2011

President of the Romanian Advertising Agency Association (UAPR)

2006-2012

Founding member and board member of the Netherlands-Romanian Chamber of Commerce

## EDUCATION

2015-2020

SMC University, Switzerland.

PhD. in Management (Corporate Governance and Board of Directors Efficiency)

Thesis: 'Conformity or Performance? Determined at macro and micro level of the board of directors of European companies listed on the stock exchange. A comparative analysis between Great Britain and Romania.'

1992 - 1993

Netherlands Institute for MBA Studies (NIMBAS) Utrecht / University of Bradford (UK)  
Master of Business Administration

1999

Stanford Professional Publishing Course, Stanford California.

1988

Netherlands Institute for International Relations "Clingendael", The Hague

1987

University of Nijmegen

Master in Educational Theory

1979 - 1986

University of Nijmegen

Master in Modern History with minors in Management & Organization and International Law

1973 - 1979

Canisius College Nijmegen, B Grammar / A High School (Gymnasium)

## LANGUAGES

Dutch : mother language  
English : fluent  
German : fluent  
Romanian : advanced  
French : advanced

## REFERENCES

Steven van Groningen  
CEO Raiffeisen Bank România  
E-mail [steven.van-Groningen@rzb.ro](mailto:steven.van-Groningen@rzb.ro)  
Tel. 0040 721 220 421

Prof. dr. ir. Michiel Boersma, professor of Corporate Governance of (former) utility companies, Tilburg University, LAB TIAS.  
President of the Board of Directors at Telegraaf Media Group  
Board member at PostNL  
Board member at Prometheus Energy  
Email: [mamboersma@gmail.com](mailto:mamboersma@gmail.com)  
Tel. 0031 6 52 57 06 18

## PUBLICATIONS

Jansen, P.A.M. and Raita, G.V. (2021). Macro-Level Determinants of Board Effectiveness in UK and Romanian Listed Companies: A Conceptual Approach. *CECCAR Business Review*, No 10/2021, pp. 60-72, DOI: <http://dx.doi.org/10.37945/cbr.2021.10.08>.

Jansen, P.A.M. (2021). Board processes revisited: an exploration of the relationship between board processes, board role performance and board effectiveness in comparable European listed companies. *Corporate Governance. International Journal for Business and Society*. Ahead-of-print. DOI:10.1108/CG-08-2020-0361

Jansen, P.A.M. (2019). Inside the black box of the board: Towards a global comparative model of board effectiveness for listed companies. *Journal Of Corporate Governance Research*, 3.

Peter A.M. Jansen (2019). Climate change: Science and Skepticism. Open Access Government. Available at: <https://www.openaccessgovernment.org/climate-change-science-and-scepticism/66067/>

Peter A.M. Jansen (2018). Sustainable business development: Latest fad or strategic business practice? Global Banking and Finance Review. Available at: <https://www.globalbankingandfinance.com/sustainable-business-development-latest-fad-or-strategic-business-practice/>

Drs. PAM Jansen MBA, Why entrepreneurs don't scale up, Business Week Romania, February 2007

Drs. PAM Jansen MBA, Strategic Alliances, in: Business Week Romania, November 2006

Drs. PAM Jansen MBA – New rules for businessmen, Business Week Romania , August 2006

Drs. PAM Jansen MBA, To invest or not to invest: A new approach to advertising and promotion, in: Business Week Romania, July 2006

Drs. PAM Jansen MBA – Acquisitions & Successful Mergers, Business Week Romania, June, 2006

Drs. PAM Jansen MBA, Realizing the growth potential of multi-business companies, Business Week Romania, May 2006

Drs. PAM Jansen MBA, Why Strategy still matters, in: Business Week Romania, May 2006

Jan Alberdingk Thijm and Peter AM Jansen, Strategies for successful organizational change, in: Holland Management Review no. 50, 1996

Peter AM Jansen and Gerard Putman, The Cultural Agenda: the negotiations between Fokker Aircraft and DASA, in Holland Management Review no. 33, 1992

Drs. PAM Jansen, Corporate strategy in a single European market, Kluwer/VNO, KPMG Klynveld Management Consultants 1991 (ISBN 90 200 1447 1)

Drs. PAM Jansen, Eye on 1992. The consequences of the completion of the Internal Market for Dutch Small and Medium-sized enterprises: VNO (Dutch Employers Association) Charter for the best thesis on the consequences of the Single Market for Dutch enterprises; honorable mention, 1989