

## CURRICULIM VITAE

Name: Dr. Peter A.M. Jansen  
Date of birth: 10<sup>th</sup> of May 1961  
Nationality: Dutch  
Marital status: Married, two children  
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### SUMMARY

Seasoned non-executive director, visiting professor, general manager, strategy and board consultant and entrepreneur.

Competences: Non-Executive Director, Principal Lecturer, General Management, Board Room Consulting, Strategy & Management Consulting.

Areas of expertise: Corporate Governance and Board Effectiveness, Mergers & Acquisitions, Corporate strategy, Sustainable Business Development, Marketing & Communication.

Industries: Oil & Gas, Shipping, Utilities, Higher Education, Professional Services, Media & Advertising.

### OVERALL PROFESSIONAL EXPERIENCE

#### **2021-January 2022**

*Member of the supervisory board* of SN Damen Shipyards Mangalia, the largest shipyard in Romania.

#### **2013-March 2021**

*Member of the Board of Directors* (Independent Director) and President of the Audit and Strategy Committee at SNGN Romgaz SA, one of the largest natural gas producers in Eastern Europe. The company has a turnover of 1 billion euro and 6.500 employees ([www.romgaz.ro](http://www.romgaz.ro)) and also exploits a gas-fired power plant.

#### **2013-Now**

*Principal Lecturer* London School of Business and Finance (LSBF), specialized in Corporate Governance and Board Effectiveness, Mergers & Acquisitions, Sustainable Business Development, Entrepreneurship & Business Development (EBD), Project

Management and Leadership (PML), Current Issues in Oil, Gas and Energy, Strategic Marketing Management (SMM), Integrated Marketing Communication (IMC), Digital Marketing Communication (DMC), Strategic Sales Management (SSM).

**September 2022-**

Visiting professor at EDHEC Business School Nice, specialized in Corporate Responsibility and Ethics

**January 2022-now**

Visiting professor at SKEMA Business School in Nice-Sophia Antipolis, teaching Environmental Economics & Policy.

**2021-now**

Visiting professor at Kingston University in Hamburg, teaching International Marketing, International Business Environment and Trade at PG level.

**2018-Now**

Visiting professor at GISMA Business School Berlin, teaching Mergers & Acquisitions and Global Marketing Management at PG level.

**2006-2008**

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

**2002-Now**

Founder and partner of Cohn&Jansen JWT. Cohn&Jansen JWT is an *advertising and communication* agency, specialized in creation (ATL), 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.

**October 1999 – July 2005**

*General Manager* Sanoma Hearst Romania (SHR), a joint venture between Sanoma (Finland/Netherlands) and Hearst (USA). SHR was one of the leading magazine *publishing* companies in Romania (National Geographic, FHM, Cosmopolitan, Marie Claire, etc) with 150-200 employees.

**1998 -1999**

Vice President Business Development VNU Magazines Netherlands (now Sanoma Magazines), 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-now**

Member of the Romanian Independent Directors Association

**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, Zug, Switzerland.

Doctorate (PhD) in Management, specialization Corporate Governance and Board Effectiveness.

Thesis title: “Inside the black box of the board: Macro- and micro-level determinants of board effectiveness in European listed enterprises. A comparative analysis of Romania and the United Kingdom”.

**1999**

Stanford Professional Publishing Course, Stanford California

**1992 – 1993**

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

**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 tongue  
English: fluent  
German: fluent  
Romanian: fluent  
French: fluent

## REFERENCES

Florin Spataru  
Minister of Economic Affairs of Romania  
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## PUBLICATIONS

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, Vol. 21 No. 7 2021, pp. 1337-1361. DOI:10.1108/CG-08-2020-0361

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. (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 (1).

Drs. Peter AM Jansen MBA, Sustainable business development: Latest fad or strategic business practice? *Global Banking and Finance Review*, August 2018. 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 people businesses, *Business Week Romania*, August 2006

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

Drs. PAM Jansen MBA, Successful M&A, in: *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* nr 50, 1996

Peter AM Jansen and Gerard Putman, The Cultural Agenda: the negotiations between Fokker Aircraft and DASA, in *Holland Management Review* nr. 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