

CURRICULIM VITAE

Name: Drs. Peter A.M. Jansen MBA
Date of birth: 10th of May 1961
Nationality: Dutch
Marital status: Married, two children
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SUMMARY

Seasoned general manager, entrepreneur and board room consultant. Increasingly active as Non Executive Director or Member of Advisory Board.

Competencies: Non Executive Director, General Management, Interim Management, Strategy & Management Consulting, Board Room Consulting, Coaching of senior management.

Areas of expertise: Strategy and Business Planning, Marketing & Communication, Organizational Design, Leadership Development.

Industries: Media & Advertising, Telecom, FMCG, Industry, Oil & Gas, Utility Companies, Professional Services, Railways, Banking, etcetera.

OVERALL PROFESSIONAL EXPERIENCE

2013-Now

Member of the Board of Directors (Independent Director) of Romgaz, one of the largest natural gas producers in Eastern Europe. The company has a turnover of appr. 1 billion euro and 6.500 employees (www.romgaz.ro)

2012-Now

Associate Lecturer London School of Business and Finance (LSBF), specialized in Strategic Marketing Management (SMM), Integrated Marketing and Communication (IMC), Digital Marketing Management (DMM), Public relations Management (PRM), Strategic Sales Management (SSM), Project Management and Leadership (PML) and Organizational Design (OD).

2006-2008

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 4th largest advertising network 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**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

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

REFERENCES

Steven van Groningen
CEO Raiffeissen Bank Romania
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Peter de Ruiten
Partner Tax and Legal Services PWC Romania
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PUBLICATIONS

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