



It's better to be an entrepreneur
than to join the navy

CURRICULUM VITAE
DR.ING. WYNAND E.J. BODEWES

1. **NAME** : Wynand E.J. Bodewes
DATE OF BIRTH : 24 November 1966
NATIONALITY : Dutch

1. **PRESENT ADDRESS** : Groenereijn 43
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The Netherlands
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3. **KEY QUALIFICATIONS / FIELDS OF EXPERTISE:**

Wynand has very extensive experience in teaching a wide range of issues that relate to high-impact new business venturing, yet, his intellectual passions are growth, scalability and business modelling.

4. **SUMMARY OF WORK EXPERIENCE:**

Wynand is a Senior Lecturer in Entrepreneurship and the Academic Director of the BSc Entrepreneurship & Business Innovation. He teaches Entrepreneurship courses at bachelor and master programmes of the university and at TIAS.

Prior to joining Tilburg University Wynand was an Associate Professor of Entrepreneurship at Maastricht School of Management, and taught introductory and advanced courses on Entrepreneurship at MSM's campus in the Netherlands and with its global partners. As MSM he also acts as the Academic coordinator of its portfolio of open-enrolment non-degree programs and short courses.

Wynand started his academic career at the Rotterdam School of Management where he initially obtained his Doctorate and subsequently started to teach strategic management and later entrepreneurship. At RSM he was instrumental to the introduction of a dedicated Entrepreneurship MSc programs and a concentration. He also introduced the first Entrepreneurship minors at Erasmus University. He then moved to Maastricht University, where he created, coordinated and taught Entrepreneurship courses in different Bachelors, Masters and MBA programmes at the campuses in Maastricht and Venlo. He taught, amongst others, at the law school, in liberal arts programmes, and health sciences programmes. At the time, Wynand held a part-time position as a Visiting Professor at the KU Leuven in Belgium where he taught courses on Entrepreneurship & New Business Development in a MSc track on high-tech venturing and a Venture creation course open for (almost) all Master students of the KU Leuven.

Wynand occasionally coaches young and seasoned entrepreneurs, and speaks regularly about innovative entrepreneurship and entrepreneurial innovation at seminars and workshops (e.g. for DSM Dyneema, ABN AMRO, Province of Limburg, Deloitte, ING, Athlon Carlease, Rotary International, Port of Rotterdam, RET, INNOTEK, Gemeente Maastricht, MetaalUnie, and Emergis). He acted for 10 years as the academic advisor to PeakValue, a Rotterdam based investor and growth catalyst.

5. REGIONAL EXPERTISE:

Wynand has taught Entrepreneurship courses in the Netherlands, Belgium, Vietnam, Kuwait, Peru, Suriname, China, Kazakhstan, Azerbaijan, Mongolia, Hungary, Taiwan, Morocco, and Egypt.

6. LANGUAGES: (excellent, good, fair, poor)

<i>Language</i>	<i>Reading</i>	<i>Speaking</i>	<i>Writing</i>
Dutch	Mother tongue		
English	Excellent	Excellent	Excellent

7. EDUCATIONAL RECORD:

<i>Institution</i>	Rotterdam School of Management, Erasmus University, The Netherlands
<i>Date</i>	2000
<i>Degree or diploma obtained</i>	PhD (General Management)

<i>Institution</i>	School of Management and Organization, University of Groningen, The Netherlands
<i>Date</i>	1993
<i>Degree or diploma obtained</i>	MScBA (Business Administration)

<i>Institution</i>	Groningen Polytechnic (Rijkshogeschool Groningen), The Netherlands
<i>Date</i>	1989
<i>Degree or diploma obtained</i>	BChemEng (Chemical Engineering)

8. EMPLOYMENT RECORD:

Date : January 2020 - present
Country : The Netherlands
Company : Tilburg University
Position : Senior Lecturer in Entrepreneurship

Date : November 2016 – January 2020
Country : The Netherlands
Company : Maastricht School of Management
Position : Associate Professor of Entrepreneurship

Date : 2010 - 2016
Country : Belgium
Company : Katholieke Universiteit Leuven

Position : Visiting Professor of Entrepreneurship (*part-time secondment from Maastricht University*)

Date : 2009 - 2016

Country : The Netherlands

Company : Maastricht Centre for Entrepreneurship, Maastricht University

Position : Senior Lecturer of Entrepreneurship

Date : 2005 - 2008

Country : The Netherlands

Company : Hogeschool Rotterdam (*part-time secondment from Erasmus University*)

Position : Lector Innovatief Ondernemerschap

Date : 2001- 2009

Country : The Netherlands

Company : Rotterdam School of Management, Erasmus University

Position : Assistant Professor of Entrepreneurship

Date : 1998 - 2001

Country : The Netherlands

Company : Rotterdam School of Management, Erasmus University

Position : Assistant Professor of Strategic Management

Date : 1993 - 1997

Country : The Netherlands

Company : Rotterdam School of Management, Erasmus University

Position : PhD Candidate (doctoral research project on the impact of formalisation in R&D on organisational innovativeness)

Date : 1995

Country : United States of America

Company : Marshall School of Business, University of South Carolina

Position : Visiting Scholar

Date : 1993

Country : The Netherlands

Company : Maastricht Economic Research Institute on Innovation and Technology (MERIT), Maastricht University

Position : Research Assistant

Date : 1992 - 1993

Country : The Netherlands

Company : University of Groningen

Position : Research Assistant

Experience as an educator

Maastricht School of Management, the Netherlands

- Developed, coordinated and taught courses in the MiM and MBA programmes
 - Entrepreneurship (3 ECTS)
 - Entrepreneurship & Innovation(3 ECTS)
 - Designing and Scaling New Ventures (3 ECTS)
- Developed at MBA level
 - Comparative Entrepreneurship
 - Developing Viable Business Models

Maastricht University, The Netherlands

- Developed, coordinated and taught a minor programme and courses at BSc level
 - Birthing new ventures (6,5 ECTS)
 - Entrepreneurship (5 ECTS)
 - Social & Ecological Entrepreneurship (5 ECTS)
 - Mobilising resources for start-up and growth (6,5 ECTS)
 - Social & Sustainable Entrepreneurship (6,5 ECTS)
 - Commercialising Science & Technology (6,5 ECTS)
 - Creativity & Concept Development (4 ECTS)
 - Commercialising Science & Technology (5 ECTS)
 - Creativity & Concept Development (5 ECTS)
 - Developed, coordinated and taught courses at MSc and MPhil level
 - Biosciences Innovation & Entrepreneurship (13 ECTS)
 - Health Food Venture Creation (10 ECTS)
 - Commercialising Science & Technology (2 ECTS)
 - Business Plan (4 ECTS)
 - The Entrepreneurial Health Sciences Professional (6 ECTS)
- Developed, coordinated and taught a multi-day workshop at PhD level
- Writing the valorization paragraph of your doctoral dissertation
- Supervised master theses and bachelor theses

Katholieke Universiteit Leuven, Belgium

- Redeveloped and delivered the course Entrepreneurship & New Business Development (6 ECTS)
- Developed and delivered the course Essentials of Entrepreneurship (6 ECTS)
- Supervised master theses

Rotterdam School of Management, Erasmus University, The Netherlands

- Taught various courses in Strategic Management to pre- and post-experience students (undergraduate and graduate level)
- Initiated, developed and coordinated the Entrepreneurship track for the part-time MScBA.
- Initiated, developed and coordinated the full-time MScBA track Entrepreneurship (60 ECTS), now offered as an MSc Strategic Entrepreneurship programme.
- Initiated, developed and coordinated MSc courses on Entrepreneurship
 - Foundations of Entrepreneurship (10 ECTS)
 - Entrepreneurial Start-up & Growth (10 ECTS)
 - New Venture Planning (10 ECTS)
 - New Business Development (10 ECTS)
 - International Entrepreneurship (10 ECTS)
- Supervised over a hundred MSc Theses and about 40 BSc Theses at RSM
- Initiated the RSM Minor in Entrepreneurship (15 ECTS), co-developed the ESE Minor in Entrepreneurship (15 ECTS)

Hogeschool Rotterdam

- Developed and taught a course on “Entrepreneurial Innovation” for 92 students that took one of the minors that relate to Entrepreneurship (2005-2006, 2006-2007)
- Supervised 2 bachelor thesis projects
- Developed a project plan to incorporate the development of entrepreneurial qualities in all the programmes at the Hogeschool Rotterdam
- Developed a course on Fundraising
- Academic director of 2 Minors in Entrepreneurship

Publications & Paper Presentations

- Jong, J.P.J. de, Bodewes, W.E.J. & Braaksma, R.M. (2009). *De innovatieve ondernemer. Zoetermeer: Stichting KIZ/EIM.*

- Jong, J.P.J. de, Bodewes, W.E.J. & Braaksma, R.M. (2009). **Innoveren: Groeien door vernieuwing**. Haarlem: SBP.
- Gelderen, M. V., Brand, M., Praag, M. v., Bodewes, W., Poutsma, E., & Gils, A. v. 2008. Explaining Entrepreneurial Intentions by Means of the Theory of Planned Behavior. **Career Development International**, 13 (6): 1362.
- De Jong, J. P. J., Bodewes, W. E. J., & Harkema, S. 2007. **Winst door innovatie: Hoe ondernemers kansen zien en pakken**. Schoonhoven: Academic Service.
- Berchicci, L., & Bodewes, W. 2005. Bridging environmental issues with new product development. **Business Strategy and the Environment**, 14(5): 272.
- Berchicci, L., Bodewes, W.E.J. 2004: "Bridging environmental issues with innovation theories" Paper presented at the Academy of Management Meeting, New Orleans, Louisiana.
- Bodewes, W.E.J., Uhlaner L. and van Gelderen, M. 2004: "Outwitting The Pointy- Haired Boss: The Moderating Effect Of The Entrepreneurial Orientation Of The Firm On The Relationships Between Personality Characteristics And Venturing Behavior". Paper presented at the Academy of Management Meeting, New Orleans, Louisiana.
- Berchicci, L., Bodewes, W.E.J. and Brezet, H. 2004: "Environmental challenge: are organisations missing the opportunity to innovate?" Paper presented at the Business Strategy and the Environment Conference, Leeds, United Kingdom
- Kaim, F.M. Bodewes W.E.J. 2004: "Morphing From David Into Goliath: Organizational Scalability And Entrepreneurial Growth". Paper presented at the High-Tech Small Firms Conference, Enschede, the Netherlands
- van Gelderen, M., van Praag, M., Brand, M., Bodewes, W.E.J. and Ombach, M. 2003: "Some advances in the prediction of entrepreneurial intentions". Paper presented at the 2003 IECER Conference, Regensburg, Germany
- Bodewes, W. E. J. and J. P. J. De Jong 2003. Innovatie in het MKB: Eigenaardigheden in context, proces en management. **Handboek Ondernemers en Adviseurs: Management en Economie van het Midden- en Kleinbedrijf**. P. Risseeuw and A. R. Thurik. Deventer, Kluwer: 14.
- Bodewes, W. E. J. (2002). "Formalization and Innovation Revisited." **European Journal of Innovation Management** 5(4): 214-223.
- Bodewes, W.E.J. 2002. "Procedures that foster change: an empirical assessment of formalization's role in organizational innovation", presented at the RENT Conference, November 21-22, Barcelona, Spain
- Bodewes, W. E. J. 2000. "Enactment of Codified Routines and Innovation: Conceptualizing Formalization's Role in Organizational Evolution." Paper presented at the Academy of Management Meeting, Washington DC, USA.
- Bodewes, W. E. J. 2000. **Neither Chaos Nor Rigidity: An empirical study on the effect partial formalization on organizational innovativeness**. Doctoral Dissertation, Erasmus University Rotterdam, Rotterdam (also published by the Dutch University Press, Tilburg).
- Bodewes, Wynand E.J. 1999. "Formalization and Organizational Innovativeness: Modeling antecedents and consequences." Working Paper, Rotterdam School of Management.
- Bodewes, W.E.J. 1998: "Codified Routines and Innovation: An Evolutionary Perspective." presentation at the Academy of Management Meeting, San Diego, USA.
- Bodewes, W.E.J. 1998: "The Essence of Organizational Innovation: A Review of the Construct and its Operationalization," Working Paper, Rotterdam School of Management, Rotterdam, presented at the Academy of Management Meeting, San Diego, USA.
- Bodewes, W.E.J. 1998: "Codified Routines and Innovation: Formalization's role in Organizational Evolution," Working Paper, Rotterdam School of Management, Rotterdam, presented at the 12th EGOS Colloquium, Maastricht.
- Bodewes, W.E.J. 1997: "Formalization & Innovation Revisited", Working Paper, Erasmus University Rotterdam, Rotterdam, presented at the Academy of Management Meeting, Boston, USA.
- Bodewes, Wynand E.J. and Ellen Woudstra 1996. "Bedrijfskunde een wetenschappelijke discipline?" (in Dutch), **Bedrijfskunde**, Vol. 68, pp 32-38.
- Bodewes, Wynand E.J. 1995. "Assuring Quality and Innovation in Manufacturing: An empirical study of quality assurance an innovation in industrial firms." Pp. 788" Proceedings

13th CCPR” edited by E. M. Dar-El, R. Karni, and Y. T. Herer. Jerusalem, Israel: Freund London, presented at the 13th International Conference on Production Research, Jerusalem, Israel.

- Bodewes, W.E.J. 1995: “Configuring organizational control: moving beyond structural design and self-organization”, Paper presented at the 12th EGOS Colloquium, Istanbul, Turkey.
- Bodewes, W.E.J. 1994: “Assured Innovation”, paper presented at the ORSA/TIMS College on Organizations Best Dissertation Proposal Competition, Annual ORSA/ TIMS Meetings, Detroit, USA.

Teaching cases (published by thecasecentre.org)

- Poppe, G., & Bodewes, W.E.J. 2011. “READY TO TACK? THE CASE OF JUROFOON” (811-023-1) Maastricht Maastricht University.
- Smits, A., & Bodewes, W.E.J. 2011. “1UPTOYS: BREAKING INTO THE GLOBAL TOY INDUSTRY” (811-006-1). Maastricht: Maastricht University.
- Smits, A., & Bodewes, W.E.J. 2011. “SENZ UMBRELLAS: TAKING THE WORLD BY STORM” (811-011-1). Maastricht: Maastricht University.
- Bodewes, W. E. J., Engelen, D., Groeneveld, B., Roeleveld, W., & Uhlaner, L. 2004. “VAN DAM BV: AN INNOVATIVE SHEET METAL BUSINESS ON THE EDGE” (804-021-1). Rotterdam, Erasmus University.

Reviewing (ad hoc)

- Academy of Management Meetings, Product Development and Management Association

Awards and Recognition

- 2018: Best Reviewer Award from the Entrepreneurship division of the Academy of Management.
- 2016: Received a grant from EIT Health for co-development for a MOOC on big data based entrepreneurial opportunities in healthcare.
- 2016: Received a grant from EIT Health for introduction of a Venture Lab course at Maastricht University.
- 2010: Received a grant from the EU for the development of teaching cases.
- 2011: SENZ Umbrellas case was selected by the EFMD Case Competition as the best teaching case on Entrepreneurship of 2011.
- 2001: Received a grant from the Dutch national Government for course development related to Entrepreneurship Education at the Rotterdam School of Management, Erasmus University and coordinated the project.
- 2000: Supervised the MScBA Thesis of Shyam Marhe won the VSB-CGEY Strategy Award for the best Dutch master thesis in strategy.
- 1998 & 2000: Outstanding Reviewer Awards from the Management Education and Development division of the Academy of Management.
- 1994: Finalist in the INFORMS College on Organizations Best Dissertation Proposal Competition.

Experience as an entrepreneur

- 2006 - present: Sole proprietor of BoDeBo / ItalDesign (Chamber of Commerce registration 24399306: import and online retail of design furniture, management development and management consulting services).