# Profile

* *International* ***prac-ademic****:   
  complementing top academics with world-class cross-cultural business expertise  
  I teach what I practice, practice what I teach, research what I teach & practice,   
  feeding our daily international business development experience back in our teachings & writing*
* International Management Consultant & Executive Coach – since 1999
* Internationalisation & Innovation Commercialisation Expert – since1999
* Senior University Lecturer in various post-grad programs around the world – since 2004
* Economic Advisor and Trade & Investment Representative New Zealand for Flanders Investment & Trade(FIT) (Flemish Government’s trade development agency) since 2009
* ‘Advisor for Foreign Trade’ to the Belgian Minister of Foreign Trade - appointment Sept 1995

# Current Professional Activities

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## Founder & CEO of PROconsulting International Ltd. 1999-present

*International business consultancy firm,*

advising private and public companies/organisations, governmental organisations on:

* Superior negotiation strategies for business development, partnerships & strategic alliances
* International business development & innovation, innovation & tech commercialisation
* International business strategy, international marketing: assist companies in export, joint ventures, investment and development of crucial international relationships & partnerships
* International Management Consultant & Executive Coach

## Economic Advisor to Flanders Investment & Trade (FIT) N. Zealand 2009-present

*Bi-lateral trade & investment promotion -- www.flandersinvestmentandtrade.com/en*

assist private and public companies/organisations in trade & investment relations to/from New Zealand  
advise governmental agencies on trade & investment matters relating to the territory

assist in continuously developing higher added value, trade & partnership & investment relations

1. **Senior University Lecturer & Facilitator Executive Development** in various post-grad programs around the world **2004-present**

Specialization & research:

* improving methodologies and outcomes of international cross-cultural negotiations
* more expert *commercialisation* models
* **Academic Courses & Exec. Development Programs, in-house programs & public courses:**
* ‘International Negotiation in Multi-cultural Environment’
* ‘Internationalisation & Innovation Commercialisation’
* ‘Convincing, World-class Pitching & Advanced Presentation Skills’
* ‘Maximising health & outcomes Strategic Alliances’

# TEACHING EXPERIENCE (LEVELS): Teach in the following post-graduate programs:

New Zealand

**University of Canterbury (UC)**  AASCB, AMBA, QS World-Rankings

* MBA, Master Business Admin, Department of Management, University of Canterbury

MEM, Master Engineering Mgmt., Engineering Management Program, University of Canterbury

**University of Auckland (UoA)**, AASCB, AMBA, EQUIS

* EMBA, Executive MBA, Business School, University of Auckland, AASCB, AMBA, EQUIS
* MIntlBus, Master Intl. Business, Business School,

Europe

**Antwerp Management School (AMS)** AASCB, AMBA, NVAO

* EMBA: tri-continent EMBA: Antwerp Management School (AMS)
* MiM, Master in Management, Management School, Antwerp Management School (AMS)
* MGM, Master Global Management, Antwerp Management School (AMS)

**Maastricht University (UM)** AASCB, AMBA, EQUIS, NVAO

* + International Politics, Department of Political Science, University of Maastricht

Russia

**International Business School (IBS)**, Moscow, Russia

* + EMBA, Executive MBA (in collaboration w. AMS)

China

**Zhongnan University of Economics and Law**, Wuhan, China

MBA

**Lingnan University College, Sun Yat-Sen University**, Guangzhou, China

* + EMBA & MBA

# Appointments

• Professor of Practice international negotiations – Antwerp Mngt School 2018

* Senior Fellow’, University of Canterbury, College of Engineering, New Zealand, Dec 2006
* ‘Advisor for Foreign Trade’ by the Belgian Minister of Foreign Trade Sept 1995
* ‘Economic Advisor for New Zealand’ for Flanders Investment & Trade Dec 2009  
   re-appointed 2018

# Research Topics

* Cross-cultural negotiation: impact cultural on negotiated outcomes
* International Strategic Management
* Technology Commercialisation & International Marketing
* Emotional Intelligence vs. Cultural Intelligence
* Organisational agility and resilience
* The impact Internationalisation on cultural identity
* Trade agreements: the heartbeat of international trade
* Challenges around remote (online) negotiation