

Prof. dr. Annemieke Roobeek in short



Annemieke Roobeek designs and develops business ecosystems around challenging issues such as, a healthy society, the circular economy, Feeding Megacities, and Empowerment & Engagement. With network teams of advisors and researchers, she works with big data analytics and collective intelligence to creative solutions. She works with participants from organisations in an interactive setting on strategy, innovation and process transformation. From a networking mindset she operates across multiple domains to make optimal use of the diversity of knowledge and data within the organisations she works in. Since 1999, Annemieke Roobeek has been developing strategy trajectories focused on networking principles and collective intelligence with her company, MeetingMoreMinds (www.meetingmoreminds.com). She works with “common people on unexpected solutions to uncommon complicated challenges”. With XL-Labs, a company she co-founded in 2013, she develops ecosystems with multi-parties and stakeholders on transformations, for instance, in medical technology and health.

With GrwNxt (www.grwnxt.com), her latest venture, she works with leading experts across horticulture, hospitality and datascience on data-driven growth systems for the local production of fresh produce in megacities in remote-controlled growth rooms. The challenge is to develop digital growth recipes for high nutritious crops, greens and fruits that can be grown in sustainable, environmentally controlled facilities very nearby the end-consumer. The distance from seed to fork is minimized and the quality of the produce is optimized.

Since 1997, she is a part-time professor in Strategy and Transformation Management at Nyenrode Business Universiteit (www.nyenrode.nl). From 1989, she held the Verolme Chair for Technology and Economics at Nyenrode. Between 1994 and 2002, she worked as a professor in Management of Complexities at the University of Amsterdam where she also held the Wibaut Chair for Metropolitan Affairs from 1994-1997. She was a Fellow of the Royal Netherlands Academy of Sciences and Arts (KNAW) for international comparative research in technological development and shifts in the international political-economic competitive landscape.

Annemieke Roobeek has over 25 years of experience as a non-executive director and supervisory board member within numerous internationally operating corporations and civil society organisations.

Her slogan is: to truly innovate, you have to cross the border of the existing. With healthy audacity and analysis, you can see what developments are possible for society through collaboration. She wants to contribute to this and take her stance as a leader.

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