

Contact

www.linkedin.com/in/mortenlunddk
(LinkedIn)
www.mortenlund.pro (Personal)
vbn.aau.dk/da/persons/108805
(Company)

Top Skills

Business Modeling
Entrepreneurship
Research

Languages

Danish (Native or Bilingual)
English (Full Professional)
German (Elementary)

Honors-Awards

Burbidge Award 2012

Publications

Serious Business and Play
Playful Business Models
Business Models - Networking,
Innovating and Globalizing
Kreativitet og nytænkning,
Innovating a business model for
services with storytelling

Morten Lund

Associate Professor, Entrepreneur, executive and business design
expert
Copenhagen

Summary

Experienced entrepreneur and executive, with a combined academic, pragmatic, and creative profile, that believes in organizing genius and creativity with methods and structure.

My educational background is an MA in Business, with specialization in organizational and business strategy and a Ph.D. in Business models.

My personal characteristics are an emphatic person with high social skills, ambitious and focused. I have a wide knowledge and experience both practically and methodic/theoretically that I have gained thru a natural curiosity for knowledge and an eager to try things. This led me through a series of position and business experiences, which have given me a large experience.

Specialties: Creativity, Organizational and strategic problems and development, marketing, graphical & communications solutions, and technology.

Experience

Aalborg University

13 years 1 month

Vice Head of Business School

September 2021 - Present (5 months)

Aalborg, North Jutland, Denmark

Head of Section & Associate Professor, Aalborg University Business School

February 2019 - September 2021 (2 years 8 months)

Aalborg, North Jutland, Denmark

Director of BDC & Associate Professor

July 2014 - February 2019 (4 years 8 months)

Aalborg Campus

Business Design Center (BDC) focuses on research, teaching and lab activities through a global network and aims to be the world leader. BMDC is situated at the Department of Business and Management at Aalborg University which is the fifth largest university in Denmark with more than 20.000 students and 2000 academic staff.

Responsibilities:

- Establishing and developing a new global research center and lab
- Developing teaching program
- Teaching and supervision
- Business and stakeholder relations

Key achievements (so far):

- co-founder of BMDC
- Launch of Journal of Business Models
- founding Business Model Conference
- Establishment of the Business Model Buzz platform
- Creating the best Business Model Research center in the world!

Lab Manager, International Center for Innovation (ICI)

January 2009 - July 2014 (5 years 7 months)

Aalborg, Denmark

International Center for Innovation (ICI) is a part of CIP (located at Institute for Business and Economics at Aalborg University). ICI have three objectives; research on “business model innovation”, establishing an Innovation Lab, and creating 10 projects which leads to 10 new global network based business models.

The research is focused on how to understand, innovate and test global network based business models directly involving more than 20 research fellows (ranging from Ph.D.’s to Professors) in an international research environment with close relations to global innovation hubs in Shanghai, San Francisco and Munich.

The Innovation Lab is a local, mobile and virtual lab that facilitates business model innovation that has been developed as a support to companies who want to innovate their business models.

As a defined goal and the cornerstone of the overall project, the 10 projects are facilitated by the university and link research fellows to businesses in the objective of establishing more competitive business.

The projects create new business models in the following business areas:

- Green & Clean Tech
- The Agro and food industry
- Information Technology and Services
- Logistics and Supply Chain
- Military and surveillance
- Humanitarian work and NGO market
- Software and resource management
- Marketing
- Green construction or sustainable building

Responsibilities:

- Strategy- and organizational development
- Establishing and coordinating the 10 projects/networks
- Establishing and managing the Innovation Lab
- Researching in business models as a part of the research group

Key achievements:

- Getting a complex project on the track to success
- Enrolling companies, partners and researchers in the project and promoting value creating collaborations
- Contributing to business success among the participating companies
- Creating new successful and professional personal and business networks and extending my own professional network

Koalition

Executive Board Member

2018 - Present (4 years)

Copenhagen Area, Capital Region, Denmark

Koalition is a Copenhagen based agency that advises and connects organizations that want to grow together with the surrounding community against cultural and sustainable development and with food as the focal point. Koalition's business areas are PR, communication and project development specialized in gastronomy, food and food culture, and the ambition is to contribute to driving a positive development within sustainability and food culture together with our customers and business partners.

Copenhagen Business School

Lecturer

2016 - Present (6 years)

Copenhagen

CBS is Denmark's largest educational and research institution within business administration and economics in a wide sense. The university is committed to providing business-related education programmes and continuing education for the public and, in particular, the private sector

Responsibilities:

- Running a 7,5 ECTS course for Master Students: "Organizing Business Models in Service Firms" at Department of Marketing (Marketing)
- Developing teaching program
- Teaching and Exam

The Kickass Company

Partner

2019 - Present (3 years)

Copenhagen, Capital Region, Denmark

The Kickass Company ApS består af forfatterne til bogen "Kickass Companies".

SMV VÆKST virksomheder - hvordan gør de? En guide til hvordan du og din virksomhed får vækst.

<http://www.kickasscompanies.com/>.

Den nye Kickass Companies VÆKST tankegang tager udgangspunkt i vores forskningsprojekt som er publiceret med en videnskabelig artikel: http://vbn.aau.dk/files/225457083/JOBM_V3.N1.Br_ndum_et_al._.pdf på <http://www.journalofbusinessmodels.com/>

Kontra EL

Executive board member

2017 - 2021 (4 years)

Copenhagen Area, Capital Region, Denmark

Kontra EL is a young but fast-growing certified electrician company. The focus is high-quality modern solutions for both B2B and B2C. Strong partnerships to the industry's leading manufacture combined with experience ensures a potential to solve complex customer solutions within home and Office installations, IOT, Home automation, Data network, security and much more.

Seluxit

Chairman Of The Board

2018 - 2019 (1 year)

Aalborg

Seluxit helps large companies take IoT from hype to reality. These projects include 1,5 million deployed units for Innogy SmartHome, a smart-garden solution for Gardena of Husqvarna Group with tens of thousands of deployed units, and a smart-meter project for Innogy that will exceed 6,5 million units.

Copenhagen Seafood A/S

Executive Board Member

2015 - 2018 (3 years)

Hanstholm, Denmark

A Danish Wholesale with the focus high quality Seafood supplying high end restaurants, supermarkets and fish markets. The company are present at Northern Europe's largest fish auction in Hanstholm, ensuring the best products are prepared and distributed to references customers as 3-star Michelin restaurant Geranium, Noma and many more the.

Incube

Partner

March 2008 - May 2011 (3 years 3 months)

Incube was a small consultancy with 3 partners focusing respectively on business development, IT, and public relations.

In the business development area we focused on startups and spinouts from larger organizations, aiming to strengthen the new business ventures by a lean startup and adding the right knowledge, discipline and network.

In the IT area the customer focus was primarily large companies and public organizations, focusing on strategy, project management and technical implementation.

In the PR area the customer focus was the food industry.

In 2011 the company was sold and split in two separate companies - one focusing on PR and strategy within the food business, and the other continuing the IT focus.

Reference customers

- NCC

- 3

- Gyldendal Publishers

- The ministry of Technology, Science, and Development

Responsibilities:

- Managing partner
- Business development area, customer projects
- Customer relations
- Sales
- Exploring the European market, stationed in Berlin
- Launching new startups

Key achievements:

- Co-founding the company
- Establishing a strong business network to relevant business partners
- Numerous successful customer projects
- Building a prosperous customer base

Copenhagen Company LLC

Board member / CO-founder

January 2008 - May 2011 (3 years 5 months)

Copenhagen Company LLC is an American company based in San Diego, California. The Company represents innovative and exclusive Danish design companies on the American market. And creates and facilitates networking between Danish and American companies.

Le-Fix

Advisor

March 2007 - January 2008 (11 months)

Le Fix is an artistic collaboration of artists in different areas, that have succeeded in turning their creative skills into business.

Dnmark

CEO / Partner

November 2006 - January 2008 (1 year 3 months)

A young Danish furniture company, founded by a designer and a craftsman who intended to make their contribution to the legendary Danish furniture traditions and success.

Department of Design A/S

Founder

March 2002 - November 2006 (4 years 9 months)

Department of Design: a design agency, which was founded on the base of Benefiction's web and marketing department, and developed from being a job complementing my university studies to being a full service agency.

Areas of working: Staff management, Client consulting within the Marketing, PR and Relations Management areas.

Benefiction A/S

Business Development / Partner

January 1999 - March 2002 (3 years 3 months)

Benefiction aimed at creating a marked channel to Danish business, technical and high schools. A truly amazing experience in the days of the IT Bubble where creativity and innovation had no limit.

Sonofon

Consultant

August 1998 - February 2000 (1 year 7 months)

Sonofon was one of the largest telephone companies in Denmark and today its merged into the Telenor tele giant. At Sonofon I worked as a consultant in a team with the focus of keeping the churn rate down. Our Team was a part of the CR division and was later on integrated as a service function in the Customer service division.

Electric City

Department Manager (Music and Films)

August 1997 - September 1998 (1 year 2 months)

Aalborg, Denmark

Electric City was an electronic superstore. Where I spend a year between gymnasium (upper secondary school/high school) and University. A great insight and experience in B2C (business to customers) area.

Education

The Doctoral School of Engineering, Science and Medicine

Ph.d., Business model innovation, Aalborg University, Denmark · (2011 - 2014)

AAU Learning Lab

The Course in University Pedagogy for Assistant Professors , Pedagogy, Teaching, Supervision · (2014 - 2015)

Specialist in the Creative Platform (Den Kreative Platform)

Specialist, Creativity, Radical development of new ideas. · (2008 - 2010)

Aalborg University

MA, Organization and strategy · (1998 - 2006)

Hasseris Gymnasium

Student, Mathematics and Science studies, Social studies, History, English, German, and Business Studies · (1994 - 1997)