

# Curriculum Vitae Bengt Järrehult

## Personal data

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Skype	drbeng1
Social media	Linked in – 687 contacts & 83 endorsements, Twitter #drbeng01, Facebook fb://profile/1475499072
Networks	Innovation Pioneers, Innovationsledarna, EIRMA, Sandvik-Södra-Volvo-SCA innovation managers
ID number	510826-7914
Marital status	Married, one <i>bonus</i> daughter

## Special skills and characteristics

Champion and communicator	Introducing combinations of novel ideas regarding innovation and behavioral economics, derived from networks or literature, into organisations by customized lectures and workshops
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## Special appointments

Position	Institution or group	Since
member	SPCI's Future Academy –SCA's representative	2009
member	Swedish MedTech Group	2011
Advisory board	Googol	2008
Advisory board	Innovationmanagement.se	2011
Advisory board	Management Events	2012
Member of the board	Innovationsledarna	2013
Advisory Board	Cyber Security , Høgskolen i Gjøvik, Norway	2014

## Current position and employer

Position	Achievements	Location
Owner of Dr Bengt Consulting	<ul style="list-style-type: none"><li>Giving lectures and workshops for companies and organisations</li></ul>	Gothenburg (140401 – onwards)
Affiliated professor at Centre for Business Innovation, Chalmers, Gothenburg	<ul style="list-style-type: none"><li>(Pending application to become adjunct professor). Expected decision summer 2014</li><li>Preparing cross-institutional education in Innovation for PhD students at Chalmers</li></ul>	Gothenburg (140501)
Visiting Professor of Innovation at Institution of Economic Research, Lund University	<ul style="list-style-type: none"><li>Assisted in handling of PhD students (with Prof. Thomas Kalling)</li><li>Lectured for students (Prof. Ulf Johansson's course)</li></ul>	Lund (100701 – onwards)

## Earlier positions

Position	Achievements	Location
Fellow Scientist in Innovation and	<ul style="list-style-type: none"><li>Initiated the application of Open Innovation to SCA.</li></ul>	Gothenburg (100101 – 140331)

Creativity, SCA Global Hygiene Category	<ul style="list-style-type: none"> <li>• Introducing the differentiated methods for exploiting and exploiting ways of working</li> <li>• Introducing Blue Ocean Strategy to SCA.</li> <li>• Introducing Business Modeling to SCA –in theory <i>and</i> praxis – both to categories and business groups.</li> <li>• Initiated and implemented the SCA Innovation Strategy Framework 2010.</li> <li>• Initiated and structured the SCA New Busienss development in 2006</li> <li>• Initiated and structured the SCA Hygiene Venture Group at Hygiene 2011</li> <li>• Held a large amount of workshops and presentations at SCA Hygiene categories and business groups on innovation and business modeling.</li> <li>• Developed a whole system from Customer Empathy via Competitor analysis to Business Value Estimate – a methodology influenced by Business Modeling and Customer Development to be used for projects aiming for more radical approaches</li> </ul>	
Adjunct Professor of Innovative Packaging Logistics, Department of Packaging logistics (PLOG) at the Institution for Design at Lund University on behalf of SCA Packaging	<ul style="list-style-type: none"> <li>• Lectured in Innovation Engineering for students with very high performance rating.</li> <li>• Especially focusing on the value of insights into the packaging course</li> <li>• Lead several Masters Theses to completion</li> <li>• Headed a collaboration project between PLOG, Incontinence Care at GHC on Outcome Driven Innovation</li> </ul>	Lund (070701 – 130631)
Director Innovation and Knowledge Management at SCA Hygiene and SCA Packaging	<ul style="list-style-type: none"> <li>• Initiated the New Business Development function</li> <li>• Initiated Open Innovation</li> <li>• Lead workshops in innovation methodologies at SCA categorieis and BGs</li> <li>• Lectured at SCA Leadership Academy on innovation</li> <li>• Lectured and implemented Business Modeling</li> <li>• Conveyed innovation and creativity surveys</li> </ul>	Gothenburg (2006-01-01– 2010-01-01)
Director Idea and Knowledge Management at Corporate R&D at SCA AB	<ul style="list-style-type: none"> <li>• Setting up external network regarding knowledge management and idea handling.</li> <li>• Gathered knowledge in Innovation Management.</li> <li>• Initiated theProject Portfolio Network.</li> <li>• Initiated a Knowledge management project.</li> </ul>	Stockholm (2004-03-01 – 2006-01-01)
Manager Idea and Knowledge Management at Tissue R&D at Tissue R&D, SCA Hygiene Products	<ul style="list-style-type: none"> <li>• Started Patent handling system for Tissue.</li> <li>• Created a project portfolio handling system at Tissue, a “Dashboard”</li> </ul>	Gothenburg (2002-01-01 – 2004-03-01)
Director Advanced Tissue Development	<ul style="list-style-type: none"> <li>• Started Idea handling system at Tissue.</li> </ul>	Gothenburg and Zeist (NL) (1999-01-01 – 2002-01-01)

at Tissue R&D, SCA Hygiene Paper AB	<ul style="list-style-type: none"> <li>Started cooperation with Valmet/Metso regarding an advanced tissue development project.</li> </ul>	
Director of Advanced Tissue Development at SCA Research AB	<ul style="list-style-type: none"> <li>Started and ran the first real radical project within Tissue (Impulse embossing, 6 patents derived)</li> </ul>	Gothenburg (1997-04-01 – 1999-01-01)
Akzo Nobel Surface Chemistry Singapore Pte Ltd, Managing Director	<ul style="list-style-type: none"> <li>Modernized and shaped up the sales function of Akzo Nobel Surface Chemistry Pte Ltd to the extent that the turnover increased by 400 % in the five years I was in charge of business.</li> <li>Added skills to new technologies such as Viscose Additives, Feed and Paint Additives</li> </ul>	Stationed in Singapore, working in South East Asia, Taiwan, India, Australia and New Zealand (1992-09-01 – 1997-04-01)
Berol Chemie Deutschland GmbH, technical sales engineer	<ul style="list-style-type: none"> <li>Started activities in the area of paper chemistry for middle Europe (D-A-CH-It-BeNeLux)</li> <li>Increased the sales of surface active products for the cleaning and paint industry by a steady ~5% annually although fierce competition from the German chemical giants</li> </ul>	Stationed in Munich, working in Germany, Austria, Switzerland, Italy and BeNeLux (1987-01-01 – 1992-09-01)
Berol Kemi AB, Lab mgr deinking and technical sales engineer	<ul style="list-style-type: none"> <li>Invented, harmonized and implemented/sold a system of deinking chemicals and polymers to deinking mills in Finland and Sweden.</li> <li>Received the Berol Marketing Prize for best marketing achievement in 1985</li> </ul>	Stenungsund (1982-08-01 – 1986-12-31)
Chalmers University of Technology, Research assistant & PhD student	<ul style="list-style-type: none"> <li>Made research in the area of oxygen bleaching and the effects of metals and recycling. Found the kinetics of radical oxidation. Improved the delignification with reduced carbohydrate degradation</li> </ul>	Gothenburg (1976-08-01 – 1982-08-01)

### 3 Examina

Title	Achievements	From where
Adj Prof in Innovative Packaging Logistics (Valid for 6 years from 070701)	After scrutiny by the university board I got the assignment of the adjunct professorship based on my achievements prior to Feb 2007	Lund University of Technology, Institution for Design, Department of Packaging Logistics
PhD in Engineering Chemistry	Passed the PhD exam after a break from the PhD studies between 1982 and 1991. The last year's PhD studies, 1991-92 were made parallel and in addition to the normal workload at Akzo Nobel subsidiaries in Munich and Singapore	Chalmers university of technology, Gothenburg (1992-09-09)
MSc in Chemical Engineering	Average grade = 4.01 out of 5. The applied sciences occurring in the latter 2 years interested me more than the basic sciences of the first 2 years, which also is reflected in the better grades achieved.	Chalmers university of technology, Gothenburg (1976-06-01)

### 4 Papers + Summary- *within PhD Thesis*

Title	Content and usability	Published
PhD Thesis compilation: Oxygen Alkali Treatment of	Compilation of the 4 separate papers plus a summary.	Chalmers University of Technology

Kraft Pulp and Cellobiitol (Opponent: Dr Lars-Åke Lindström, Sunds)	Please note that I left the PhD education in 1982 prematurely with roughly one year to go for the PhD exam. This was due to I was offered employment at Berol AB. At my 40 <sup>th</sup> birthday, 9 years later, I decided to take this up again, which I did Nov 1992. After 10 months of parallel working in Munich, Gothenburg and Singapore I finally reached my goal.	(1992-09-09)
Paper 4: Influence of metal compounds on the oxygen-alkali treatment of kraft pulp and cellobiitol . (Supervised and co-authored by Prof em. Olof Samuelson)	Shows the various effects of Manganese hydroxide upon oxygen bleaching and its dual effect on the protective effect of magnesium. When pulp was cleaned from transition metals there was no extra protection effect from magnesium. Manganese combined with Magnesium can act both positively and negatively.	Nordic Pulp and Paper Research Journal (1993) 3:307-318, 336
Paper 3: Recirculation of spent bleach liquors during oxygen bleaching (Supervised and co-authored by Prof. Olof Samuelson)	Highlights the effects of the addition of spent liquors on oxygen bleaching. The additions decreased the pH and the reaction rate but increased the selectivity. The selectivity increase was combined with the pH decrease	Tappi (1980) 63:11, 131
Paper 2: Influence of magnesium hydroxide during oxygen bleaching of kraft pulps (Supervised and co-authored by Prof. Olof Samuelson)	The protective effect of magnesium hydroxide due to coprecipitation of transition metals was shown. During larger additions magnesium ions were dissolved and participated as active alkali at a low pH which favored the selectivity but gave a very slow reaction	Svensk Papperstidning (1979) 82:16, 481
Paper 1: Oxygen bleaching of kraft pulps at low consistency (Supervised and co-authored by Prof. Olof Samuelson)	By performing the bleaching at extremely low consistency it was possible to show the influence of alkalinity on the kinetics of oxygen bleaching. Additions of some selectivity improvers were tested.	Svensk Papperstidning (1978) 81:17, 533

## 6 Patents (all with co-inventors)

Title	Content	Pat No
Förlängd torkning	Impulse embossing for tissue. This is a new technology to replace the yankee cylinder for tissue production. This patent is regarding the use of the whole embossing cylinder to make the tissue dry	EP 1 125 022 B1
Skiktad struktur	Impulse embossing for tissue using a lignin containing cellulosic material in order for the impulse nip to glassify some parts of the material	EP 1 133 598 B1
Styrd porvolymfördelning	Impulse embossing for tissue where the pattern is used to predetermine the porous structure of the tissue to absorb in a better way	EP 1 125 021 B1

Dubbel pressformning	Impulse embossing for tissue where 2 or more consecutive impulse embossings are made	EP 1 133 599 B1
Secondary creping	Impulse embossing for tissue where we use a take off roll to take away the tissue from the embossing cylinder and a doctor blade is applied at the latter.	WO 02/50371 A1
Secondary creping apparatus	Impulse embossing for tissue similar to the former patent, but more explicit	US 20020079078 A1

### 113 presentations and workshops within SCA

Title	What	When	For whom
Business Modeling Plus	Business Model presentation	2014-02-18	Corporate Controlling function
The art of finding the gold nuggets	Creativity presentation and Workshop	2014-01-29	SCA Forest Timber
Business Modeling Plus	Business Model Exercise part 2 ( Incl. financials)	2014-01-10	Internal Project Level Zero
Business Modeling Plus	Business Model exercise part 1	2013-12-11	Internal project Level Zero, Inco
Business Modeling Plus	Business Model exercise	2013-12-02	Internal Project Aura
Business Modeling Plus	Business Model exercise	2013-11-04	Internal project Renew, Inco
Business Modeling Plus	Business Model exercise	2013-10-29	Internal project Diamond
Business Modeling Plus	Business Model exercise	2013-10-01	Internal Project CI, Inco
On predictable irrational behavior in decision making	Forest Products leadership education Programme – lecture + workshop on how that affects them as leaders	2013-08-28	SCA Logistics
BM & Innovation	Participate as presenter and expert on business modeling and innovation	2013-08-27	SCA Forest R&D Workshop on Innovation
Innovation and Creativity	Innovation and Creativity in the work for Washroom Arena as kick off for the second semester of 2013	2013-08-20	AFH all Washroom Arena innovation teams
Business Modeling renovation and innovation	Business Modeling exercise	2013-07-02	Innovation Team reg. TENA
Business Modeling Plus	Business Modeling workshop for Meta's Innovation teams	2013-06-25	New Entrants Care Inco
Business Modeling Plus	Business Modeling workshop for single project at Inco	2013-05-31	Project Harmony, Inco
Business Modeling Plus	Business model workshop on an ongoing green chemicals project	2013-04-18	SCA Forest Products
Business Modeling Plus	BM exercise	2013-04-04	Inco Professional Care
Business Modeling Plus	Business Modeling of age simulation suit	2013-02-13	IT Inco
Presentation	Presentation of age simulation suit for elderly wards together with Inco	2013-02-06	Högsbatorp elderly ward
<i>Förutsägbart irrationella beteenden inom Innovation</i>	Presentation	2012-12-07	SCA Forest Products customer gathering

Business Model generation	Workshop	2012-12-06	USA Innovation Team Female Special Occasions
Business Model Generation	Workshop	2012-12-04	ReveNEW project
Business Model generation	Presentation + Workshops	2012-11-27	Washroom Arena Innovation Teams
Innovative SCA	Presentation	2012-11-21	For SCA AsiaPacific, SCA HQ reps, Chinese press and students at Tongji University in Shanghai
We walk the global innovation talk – pecha kucha	Presentation (wholly made for Olle Carlbark to perform)	2012-11-01	For SCA AsiaPacific Mgmnt and students at the Tongji University in Shanghai
Business Model generation	Presentation	2012-09-12	Innovation Team Adjacent Concepts
Business Model generation	Presentation	2012-09-12	Health Care & Office Space Arena AFH
Business Model generation	Workshop	2012-05-15	Hygiene Venture Group + invitees
Leading Innovation in Change	Presentation	2012-05-07	SCA Global IT Services
Vision 2017 for Poland	Presentation + workshops	2012-04-26	Health Care Poland
Collaborative Tools	Presentation	2012-02-28	SCA Packaging IT
Innovation Strategy and its challenges	Presentation	2012-02-16	SCA HQ HR group
<i>Innovationsstrategin och dess utmaningar</i>	Presentation	2012-02-16	SCAs <i>koncernråd</i>
Blue Ocean Strategy	Workshop	2012-01-10	AFH project 2theLoo
Business Modeling	Presentation + workshop	2011-12-08	Baby Care Pull& Go project
Business Modeling	Presentation + Workshop	2011-12-07	AFH Kitchen Caddy Project
Innovation, Blue Ocean Strategy and Business Modeling	Presentations + workshops	2011-11-14 until 2011-11-18	China Innovation Center
Business Model innovation from waste to resource	Workshop	2011-10-21	EPS + Inco + Research staff
Business Model Innovation	Presentation + Workshop	2011-10-17	AFH project 2theLoo
Dr Beng's Innovation blogs	Summary of 68 weekly internal blogs to promote innovative culture (paper + intranet versions)	2011-10-17 (blogs started 2010-04-09)	All of SCA

Business Model Innovation	Presentation + Workshop	2011-09-16	BioGaia + SCA project
Business Model Innovation	Presentation	2011-09-14	At SCA Forest's 72 Hours Innovation Race
Innovation Strategy and Innovation Portfolio	Presentation + workshop	2011-09-12	AFH Category
Innovation Strategy Framework and Open Innovation	Presentation	2011-06-15	AFH Category
Open Innovation and external collaboration	Presentation	2011-05-23	SCA Global IT Services
Innovation Culture – mindsets and behaviors	Presentation + workshop	2011-05-06	Environment and Product safety groups at SCA
Business Model Innovation	Presentation + Workshop	2011-05-04	SCA HP R&D Mgrs
Vision work for AFH	Presentation	2011-04-26	AFH Category Mgmt. team
Create, Combine & Deliver applied to Incontinence Care	Follow up from Conference + planning	2011-03-25	Incontinence Care Category + R&D Mgmt. Teams
Create, Combine & Deliver applied to Incontinence Care	Presentation + many workshops	2011-02-02	Incontinence Care Category + R&D
2011- the year of collaboration	Presentation	2011-01-25	SCA Packaging IT Services
Innovation Culture and Open Innovation	Presentation	2010-12-15	Camilla Weiner, Senior Vice President Corporate Communications Incontinence Care R&D
Invocation for Incovention – how to make Inco more innovative	Presentation	2010-11-26	
Business Modeling a la Osterwalder	Review	2010-11-22	Research & Innovation Support
Insight & Innovation – cascading presentation	Presentation	2010-11-02	Philadelphia staff
Insight & Innovation – cascading presentation	Presentation	2010-10-22	Ismaning PD&I
Insight & Innovation – cascading presentation	Presentation	2010-10-15	Mannheim PD&I
Create, Combine & Deliver – innovation strategy for SCA Hygiene	Presentation	2010-09-22	Technology Mgmt. Team
Business Modeling	Presentation + Workshop	2010-09-09	PUMA Venture Cup 2010
Insight & Innovation	Presentation	2010-09-08	PUMA Venture Cup 2010
Insight & Innovation – cascading presentation	Presentation	2010-09-07	Hygiene Lab organization
Insight & Innovation – cascading presentation	Presentation	2010-09-06	All mgmt. staff in GOT
How to make good PowerPoint Presentations	Presentation	2010-09-03	SCA Research in Sundsvall
Fellow scientist presentation	Presentation	2010-08-27	SCA HP Scientist Nomination Board

Business Modeling	Presentation + Workshop	2010-08-26	Business development group Health Care Europe
How to make good PowerPoint Presentations	Presentation	2010-08-24	Scientists network at SCA HP
Create, Combine & Deliver – innovation strategy for SCA Hygiene	Presentation	2010-07-13	Consumer Tissue Europe
Create, Combine & Deliver – innovation strategy for SCA Hygiene	Presentation	2010-07-12	SCA Consumer Tissue Category Mgmt. Team
Create, Combine & Deliver – innovation strategy for SCA Hygiene	Presentation	2010-06-22	SCA Hygiene Executive Management Team
Create, Combine & Deliver – innovation strategy for SCA Hygiene	Presentation	2010-06-17	SCA North America
Insight & Innovation	Presentation	2010-06-17	SCA HP Denmark
Collaboration at SCA IT	Presentation	2010-05-19	SCA IT Services
Business Modeling	Presentation	2010-05-06	SCA Research
Innovation at SCA Hygiene	Presentation	2010-04-08	Lab organization at SCA HP
The Light at the End of the Funnel	Presentation	2010-03-26	Scientists at SCA HP
Create, Combine and Deliver – innovation strategy for SCA Hygiene	Presentation	2010-03-23	Global Hygiene Category Management Team
Innovation at Inco	Presentation	2010-03-12	Inco Strategic Portfolio Management Team
Not iPad – but My Towel (ODI + Chasm-crossing + BOS + BM)	Presentation	2010-02-25	Feminine Care
Innovation Strategy for the Insight & Innovation conference	Presentation	2010-01-29	SCA Hygiene Directors and VP's globally
Innovation at SCA – 2 different ways possible	Presentation	2009-12-16	Feminine Care
Innovation Culture in its context	Presentation + Workshop	2009-10-11	SCA IT Services
Predictably irrational behavior in innovation	Presentation	2009-09-25	Incontinence Care R&D
Outcome Driven Innovation (ODI) - finding opportunities and unmet needs in a highly structured way	Presentation	2009-04-03	Incontinence Care category + R&D
Baby Innovation Day	Presentation + Workshop	2009-03-20	Baby Care Category + R&D
Poker and Chess – two different sides of innovation management	Presentation	2009-03-13	SCA North America
Finding Innovative ideas	Workshop	2009-02-26	Incontinence Care category + R&D
New iterative road to innovation at Inco	Presentation and Workshop	2009-02-12	Incontinence Care Category Mgmnt team



Innovation benchmarking	Workshop	2009-01-15	Incontinence Care Category
Line managers and scientists opinion on innovation culture and collaboration	Workshop	2008-12-14	SCA Research
Innovation Culture – a worldwide HR responsibility	Presentation	2008-11-20	Personal Care HR Mgrs
Innovation – Global, Radical and Cultural aspects	Workshop	2008-10-23	Personal Care Category Mgmt. + Personal Care R&D Mgmt
Blue Ocean Strategy	Presentation + Workshop	2008-09-26	PUMA Venture Cup 2008
Conference on innovation and projects	Facilitation	2008-09-18	Incontinence Care R&D
The Game changer - P&G innovation compared to SCA Hygiene innovation	Presentation	2008-09-11	SCA Personal Care R&D + SCA Research
Innovation and Change	Presentation	2008-07-01	SCA's Financial Directors
Innovation & Differentiation	Presentation + Workshop	2008-03-05	SCA Leadership Academy
Technology Insight & Consumer Insight working together	Presentation and workshop	2008-01-07	SCA Research
Blue Ocean Strategy	Presentation and Workshop	2007-05-09	SCA Research
Crossing the chasm + Blue Ocean Strategy	Presentation and Workshop	2007-04-26	Inco Regional Central Marketing Germany
Leadership for Innovation	Presentation	2007-02-26	SCA Leadership Academy
Business Model and Marketing Innovation – rules and tools	Presentation and Workshop	2007-02-23	Inco Regional Central Marketing Germany
BOP situation interpreted into product features - aftermath to the Innovation Day 2006-07	Presentation	2007-01-10	SCA Research
Innovation for the consumer at the bottom of the pyramid	Presentation	2007-01-08	SCA Research & Personal Care R&D + Top MT
Innovation for Leaders	Presentation	2006-11-21	SCA Leadership Academy
Blue Ocean Workshop	Presentation and Workshop	2006-09-26	Personal Care Categories + Personal Care R&D Management teams
Utilization of feces and urine as raw material	Workshop	2006-08-03	SCA Research and Inco R&D
The aftermath of the innovation Day 2005	Presentation	2006-01-10	SCA Research
The role of customer insight in innovation	Presentation	2005-12-12	Baby Care R&D
Paradoxes and paradigm shifts	Presentation on Innovation Day 2005	2005-10-25	SCA Research & Personal Care R&D + Top MT

Growth through innovation	Workshop on specially radical projects	2005-10-03	Personal Care R&D
The Innovators solution	Workshop using Clayton Christensen's disruption principle.	2005-04-28	Personal Care R&D management team

### 213 presentations, Workshops, Blogs and Papers outside SCA

Title	What	When	For whom
Technology platforms and business models	Facilitation of 3 day workshop	2014-06-04	SKF
Business Modelling Plus	Going from insight to business plan in 2 hours	2014-05-09	Esselte network
Predictably irrational behavior in innovation	Behavioral hurdles to be more innovative	2014-05-07	IQ Samhällsbyggnad
Everyday innovation	Showing what the Health care can learn and apply on what large private companies handle innovation	2014-05-07	Samtit – Techicians in the Swedish Health Care
Incremental and radical innovation	3 hours presentation on innovation	2014-04-07	PhD Students at KTH
Business Modeling for EIRMA	Whole day Presentation + Workshop on business Modeling	2014-03-20	European Industrial Research Management Association ( EIRMA)
My Research Journey	Speaking for PhD students at Chalmers	2014-02-20	Innovationskontor Väst
Business Modeling for TetraPak	Presentation + WS on Business Modeling Plus	2014-02-06	TetraPak technology development group
The industrial menopause and what to do about it	Blog	2014-02-04	Blog in innovationmanagement.se
Innovate or die	Presentation on the necessity of Innovation	2014-01-23	LU Open - 2 EU projects on Lighting, conference in Lund
Business Modeling	Presentation on Business Modeling + workshop	2014-01-20	Innventia in Stockholm
Innovation incl. Breakthrough	Inspirational lecture + WS	2013-12-09	ABB Top Management +100 from product management network
Innovation challenges at large firms and how to cope with it	Lecture	2013-12-04	Chalmers Masters Students on Management and Economics of Innovation
Open Innovation WS	Workshop on OI	2013-11-25	Procordia
Innovation and entrepreneurship	Participating in panel debate on innovation and entrepreneurship	2013-11-11	Members of the parliament plus IVA + Researchers
Innovation and personality types	Blog	2013-11-07	Blog in innovationmanagement.se
Öppen Innovation	Open innovation as a tool for development of technology and innovation in the environmental area. Roundtable discussion.	2013-11-06	The Government Chancellery (Regeringskansliet)
Business modeling	Lecture 3 hours for the entrepreneurial classes at Handles	2013-10-25	School of Economics in Gothenburg

Open innovation, chess and poker	Presenting the same thing for the DLF in Norway as I did in Stockholm 130312	2013-10-17	DLF Norge (Dagligvaruhandel)
Business modeling	Lecture 3 hours for the entrepreneurial class at Handels	2013-10-16	School of Economics in Gothenburg
Ambidexterity in organizations . Business Modeling Plus	Workshop on the need for ambidexterity in organization + WS in Business Modeling Plus	2013-10-15	Innovation in Action conference in Kista Stockholm (run by Innovation Pioneers network)
Ambidexterity in organizations . Business Modeling Plus	Workshops on the need for ambidexterity in organization + WS in Business Modeling Plus	2013-10-14	Innovation in Action conference in Kista Stockholm (run by Innovation Pioneers network)
Blue Ocean Strategy	Workshop & presentation	2013-10-11	KTH Executive School
Business modeling	Lecture 3 hours for the entrepreneurial classes at Handels	2013-10-10	School of Economics in Gothenburg
How innovation really happens	Christoph and me lectures on what Innovation really is about	2013-10-10	School of Economics in Lund
Business modeling	Lecture 3 hours for the entrepreneurial classes at Handels	2013-10-08	School of Economics in Gothenburg
Efficiency and effectiveness measures in the Health Care sector	Speaking on decision making, stage gating, handling IT projects	2013-10-02	HosIT conference for Municipality (Landsting) Decision makers and leaders
Can R&D drive business strategy	Speaking at EIRMA Roundtable leading workshop	2013-09-27	EIRMA
Business Modeling methodology	Lecture and workshop:	2013-09-18	Gothenburg School of Economics and their partner companies
What can municipalities learn from an MNC	Present what SCA does at Innovation and Creativity.	2013-09-13	Lerum municipality
Innovation and Radical Change for Companies	Speak at Conference	2013-09-12	Camp Digital in Stockholm
How innovation really happens	Lecture together with Christoph for Masters students on what Innovation really is about	2013-09-06	School of Economics in Gothenburg
Ambidexterity in organizations	Workshop	2013-09-05	Innovation Pioneers network
Insighting in packaging design	2 hour lecture	2013-09-05	Lund University Packaging course
Business Modeling	Full day workshop	2013-09-04	Mölnlycke Health Care
Packaging projects for students	Presentation r	2013-09-03	Lund University Packaging course
The importance of stupid, irrational decisions	Blog	2013-08-08	Blog in innovationmanagement.se
Innovation and Radical Change for Companies	Speak at Conference on (800 in audience).	2013-07-03	Speaking at Digital Camp on Innovation (Marstrand)
Knowledge Intensive Entrepreneurship for students	3 lectures	2013-05-20	Gothenburg School of Economics

Cascading Vs. Viral Change	Blog	2013-05-12	Blog in innovationmanagement.se
What is needed by the Nordic countries in order to stay competitive and innovative?	Participation in panel debate.	2013-04-23	Strategitorget FMCG
Upgrading, Next Generation and Breakthrough Innovation	Upgrading, Next Generation and Breakthrough Innovation for a larger PhD course, where examples from SCA are mentioned	2013-04-22	PhD Students at KTH, Stockholm
Innovation	Participation in panel debate on innovation on student days	2013-04-15	Chalmers & Handels
Innovation I Verkstadsindustrin	Participation in panel debate ( 2 persons only) on innovation	2013-04-16-17	Strategitorget Verkstadsindustrin Sverige
Business Modeling for Welfare and Social	Lecture: Business Modeling for Welfare and Social Innovations	2013-03-13	Nordic School for Public Health ( Run by Nordiska Ministerrådet)
Open innovation, Chess and Poker	Speak about "Open innovation, Chess and Poker" at DLF conference for FMCG companies at Grand Hotel in Stockholm	2013-03-12	DLF – Dagligvaru-branschens InnoDay
Getting out of the commodity trap – part 2	Blog	2013-03-10	Blog in innovationmanagement.se
SC and Business Modeling	Presentation of SCA and Business Modeling for the 1st and 2nd year students	2013-03-06	School of economics students
My Research Journey	My Research Journey – presentation for PhD students	2013-02-18	Innovation office West (Innovations-kontor Väst)
Getting out of the commodity trap – part 1	Blog	2013-02-18	Blog in innovationmanagement.se
Triggering the Jam	Triggering innovation at Volvo Innovation Jam(Gig)	2013-02-15	Volvo Cars
Are you self-assured in your creative ability?	Blog	2013-01-04	Blog in innovationmanagement.se
Open Innovation Workshop ( co-run with Kerstin Johansson)	Workshops for product and market developers	2012-12-19	Abba seafood
Innovation in Big Businesses	Lecture	2012-11-30	Chalmers - Mgmt and Economics of Innovation (MEI)
Value Based Canvassing - Blue ocean sailing and business modeling combined	Webinar	2012-11-19	Repsol via Pure Insight
Blue Ocean Strategy	Workshop	2012-11-16	Mölnlycke HealthCare
Flow and innovation	Blog	2012-11-06	Innovationmanagement.se
Value Based Canvassing - Blue ocean sailing and business modeling combined	Presentation	2012-11-05	KTH Executive school at Camfill, Trosa

Innovation Framework for Sandvik Coromant	Presentation	2012-10-30	Sandvik Coromant employees in Marketing and development
Painting and Innovation	Workshops with SMEs on the 3 levels of Business Models	2012-10-24	Idea Inventum Programme
Innovation Framework for Södra Skogsägarna	Presentation	2012-10-22	Södra Development Group members
Innovation and its obstacles	Lecture	2012-10-15	PhD Course at FPIRC, KTH
Blue Ocean Strategy	Lecture and Workshop	2012-10-12	KTH Executive school
Play to lose in order to win	Blog	2012-10-09	Innovationmanagement.se
How innovation really works	Lecture together with Christoph Michalski	2012-10-05	School of Economics, Lund University
7 Myths about innovation	Presentation	2012-10-05	Sony Mobile
Threats vs. Opportunities	Blog	2012-09-09	Innovationmanagement.se
From Customer insight to successful launch	Lecture	2012-09-06	Packaging Logistics course, Lund University of Technology
Blue Ocean strategy	Workshop and presentation	2012-09-05	SKF Business Consulting staff
The Swedish Innovation system and Open innovation	Presentation	2012-09-03	Brazil industrial contingent visiting Lindholmen Science Park
How you innovate defines what you innovate - on the need for different metrics in different situations	Presentation for industry reps	2012-08-28	Conductive Conference
Multi-tasking is a myth	Blog	2012-08-07	Innovationmanagement.se
Cultural change via behavior change	Blog	2012-07-16	Innovationmanagement.se
Business Models on social services	WS on the safety services of the future ( <i>Framtidens Trygghetstjänster</i> )	2012-06-05	Hjälpmiddelsinstitutet + invitees
Open innovation	Presentation	2012-05-27	Innovationskontor Väst
Innovation and riding an elephant	Blog	2012-05-24	Innovationmanagement.se
Blue Ocean Strategy	Workshop	2012-05-14	Mölnlycke HealthCare
The eternal fight between urgent and important	Blog	2012-04-24	Innovationmanagement.se

10 Myths about innovation	Presentation	2012-04-16	TEKLA female network at Volvo
Design Thinking in Mature Companies	Lecture	2012-04-04	School of Art & Design, Gbg ( HDK)
Business Model Prototyping	Workshop	2012-04-03	Mölnlycke HealthCare
Innovation and its obstacles	Lecture	2012-03-30	PhD Course at FPIRC, KTH
Innovation tools	Lecture and Workshop	2012-03-28	Karlstad University, Tissue Course
Managing Incremental and Radical Innovation simultaneously	Presentation and workshop	2012-03-26	Pure Insight, UK
The knowing doing gap	Blog	2012-03-22	Innovationmanagement.se
From insight to Innovation	Key note presentation	2012-03-21	Ability partner conference
Open Innovation - chess and poker	Presentation	2012-03-20	SIQ ( Swedish Institute for Quality) conference
Business Model Prototyping	Lecture	2012-03-19	Mälardalens Högskola, PhD Course
Blue Ocean Strategy	Workshop	2012-03-09	Mölnlycke HealthCare
On creativity	Inspirational lunch talk	2012-02-23	40 people from VHK network
Irrational Customer Behavior	Blog	2012-02-13	Innovationmanagement.se
Innovationsstrategin och dess utmaningar (Innovation Strategy and its challenges)	Presentation	2012-02-08	Ladies Circle
On ambidexterity	Lecture	2012-02-06	Chalmers - Mgmt. and Economics of Innovation (MEI)
Innovation Strategy and Insighting	Lecture and Workshop	2012-01-31	School of Art & Design, Gbg ( HDK)
Business Model Prototyping	Workshop	2012-01-24	Mölnlycke HealthCare
Growth and stagnation - similarities between ants and mankind	Blog	2012-01-16	Innovationmanagement.se
10 Myths on Innovation - presentation at MHC Innovation Day	Presentation	2011-12-06	Mölnlycke HealthCare
10 myths in innovation	Presentation	2011-12-05	Whole of Volvo IT
Innovation in Big Businesses	Lecture	2011-11-21	Chalmers - Mgmt. and Economics of Innovation (MEI)
Business Model Prototyping	Lecture	2011-11-07	Mälardalens Högskola, PhD Course

Business Modeling and Customer Development	Workshop together with Ass.Prof. Henrik Berglund, Chalmers	2011-10-18	Innovation in Action conference
Blue Ocean Strategy	Lecture and Workshop	2011-10-14	KTH Executive school
Innovation strategy, insighting, business modeling and differentiation	Lecture	2011-10-05	School of Economics, Lund University
Exploiting and exploring innovation	Lecture	2011-10-04	PhD Course at FPIRC, KTH
From Consumer Insight to successful packaging launch	Presentation	2011-09-06	TetraPak
From Customer insight to successful launch	Lecture	2011-09-01	Packaging Logistics course, Lund University of Technology
Myths, insight and differentiation in innovation	Lecture	2011-09-01	Innovation Engineering course, Lund University of technology
Innovation in big and small businesses	Article	2011-08-25	Sydsvenskan
Two mindsets in one company	Webinar	2011-07-27	Pure Insight, UK
Two mindsets in one company	Webinar	2011-07-18	Carlsberg via Pure Insight
Predictably irrational behavior in innovation	Presentation	2011-07-05	EUMA Network of executive secretaries
Openness in innovation	Lecture	2011-06-14	Information Security Forum meeting
Blue Ocean Strategy for Ohde & Co	Presentation	2011-06-08	Ohde & Co. Gothenburg
Poker and Chess at SPCI	Presentation	2011-05-17	SPCI conference (SPCI days)
Two ways of working in one company	Webinar	2011-05-10	Planview, USA
Innovation Strategy for the Queen of Diamonds	Presentation	2011-05-04	Ruter Dam network
Innovation mindsets, behavior and culture	Workshop full day	2011-04-28	Sandvik Tooling
Exploiting and exploring innovation	Lecture	2011-04-04	PhD Course at FPIRC, KTH
Blue Ocean Strategy	Presentation and panel discussion	2011-03-30	CBN (Chamber of Business Networks) - a network of C level officers
Product development and design	Lecture and Workshop	2011-03-21	Karlstad Univ Tissue Course
Framtidens innovation och produktutveckling	Key note presentation for 50 industrial reps	2011-03-16	Ability partner

Open innovation, Consumer Insights and motivation for change	Lectures	2011-02-11	Chalmers - Mgmt. and Economics of Innovation (MEI)
Two mindsets in one company - managing incremental and radical innovation in parallel	Presentation	2011-01-27	Marcus Evans Conference, Barcelona
Innovation - aspects for healthcare and 2 ways to innovate	Workshop	2011-01-24	Nordiska Högskolan för Folkhälso-vetenskap
Blue Ocean Strategy for Handels	Lecture and Workshop	2010-11-24	School of Economics students, Gothenburg University
Business Creation in Big Companies	Lecture	2010-11-08	Chalmers - Mgmt. and Economics of Innovation (MEI)
Collaboration Industry & Academia - advantages and hurdles	Workshop	2010-10-07	SuMo Chalmers
From Customer insight to successful launch	Lecture	2010-09-27	Packaging Logistics course, Lund University of Technology
Open Innovation at SCA Innovation Culture	Presentation Workshop at conference by Innovation Pioneers	2010-09-17 2010-09-15	TetraPak Innovation in Action conference
Innovation Strategy	Workshop at conference by Innovation Pioneers	2010-09-14	Innovation in Action conference
Open Innovation and what it takes to make it work	Presentation and workshop	2010-09-06	Vattenfall staff
Myths, insight and differentiation in innovation	Lecture	2010-09-01	Innovation Engineering course, Lund University of technology
<i>Kundnära innovationer i SCA</i> (Innovations close to the customer at SCA)	Presentation and panel discussion	2010-07-07	Vinnova engaged me for Almedalen
Customer insights help lab inventions become innovations	Presentation	2010-06-14	<i>Svenska Kemist samfundet</i>
Innovation for students and researchers	Lecture	2010-05-15	PhD Course at FPIRC, KTH
5 sätt använda Open Innovation	Key note presentation for 50 industrial reps	2010-05-06	Promote - swedish Steel industry
Product development and innovation	Lecture and Workshop	2010-03-15	Karlstad Univ Tissue Course
Blue Ocean Strategy	Workshop	2010-03-10	<i>Nordiska Högskolan för Folkhälsovetenskap</i>
Everything you wanted to know about Innovation but never dared to ask	Lecture	2010-02-18	Chalmers - Mgmt. and Economics of Innovation (MEI)



Blue Ocean Strategy for S&V	Presentation and workshop	2009-12-07	<i>Stål &amp; Verkstad</i> conference
Open Innovation - the SCA way	Presentation	2009-11-24	Pie-P conference
Idea management and Open Innovation	Lecture	2009-11-09	Chalmers - Management and Economics of Innovation (MEI)
Blue Ocean Strategy	Presentation and panel discussion	2009-10-08	CBN (Chamber of Business Networks) - a network of C level officers
Product development and design	Lecture and Workshop	2009-10-08	Karlstad University, Tissue Course
Uppmuntra samarbete och belöna dem som utvecklar andras idéer	Article	2009-09-28	InsightLab
Customer insight for package handling	Lecture	2009-09-24	Packaging Logistics course, Lund University of Technology
Open Innovation at SCA - the value of innomediaries	Presentation for a north European network	2009-09-22	Innovation Roundtable - Copenhagen Business School
Myths, insight and differentiation in innovation	Lecture	2009-09-02	Innovation Engineering course, Lund University of technology
The end of the funnel...or the fuzziness has moved	Presentation	2009-06-30	Discontinuous Innovation Lab (DILab)
10 myths about innovation	Inauguration talk	2009-06-15	Gateway Ideon, Lund University
7 World Class Principles of Innovation	Presentation and workshop	2009-06-11	AkzoNobel
Innovation and the human	Workshop	2009-06-11	Innovation Leaders Network ( SIT-Scandinavia)
Open Innovation	Presentation and workshop	2009-05-13	YKI ( Institute for Surface Chemistry)
Glödlampan är en myt	Article	2009-04-29	<i>Uppfinnaren och Konstruktören</i>
Blue Ocean Strategy for Stora	Presentation and workshop	2009-04-21	Stora Enso i Fors, conference internal
10 Myths about innovation	Presentation	2009-04-01	<i>Arbetsmarknadsdagar</i> at Halmstad Högskola
Blue Ocean Strategy	Presentation and panel discussion	2009-03-17	CBN (Chamber of Business Networks) - a network of C level officers

Tissue manufacturing	Opponent at Lic thesis of Joanna Bodreau	2009-03-17	Karlstad University
Poker and chess - 2 different sides of innovation management	Presentation	2009-03-06	IMIT's 30th anniversary
Innovation - metaphors, paradoxes and paradigms	Presentation	2009-02-23	<i>Dataföreningen Väst</i>
Blue Ocean Strategy - differentiation possibilities for SCA's categories	Workshop in a larger collaboration between MEI students & SCA	2009-02-19	Chalmers - Management and Economics of Innovation (MEI)
Att ta till vara anställdas innovationer	Presentation	2008-11-24	<i>Sveriges Ingenjörer (Sving)</i>
Idea management and Open Innovation	Lecture	2008-11-03	Chalmers - Management and Economics of Innovation (MEI)
Innovation tools	Presentation	2008-10-30	<i>Svensk Papperstidning, SPCI</i>
Blue Ocean Strategy	Presentation and panel discussion	2008-10-09	CBN (Chamber of Business Networks) - a network of C level officers
Is an innovation strategy the answer to the demand for renewal	Presentation	2008-10-06	Marcus Wallenberg Prize ceremony
Customer insight for package handling	Lecture	2008-09-16	Packaging Logistics course, Lund University of Technology
From Creativity to Innovation	Lecture	2008-09-02	Innovation Engineering course, Lund University of technology
Innovate to escape the commodity trap	Article	2008-08-16	Tissue World Magazine
The 7 world class principles of innovation	Presentation	2008-06-30	Innovation Leaders Network ( SIT-Scandinavia)
Prerequisites for Innovation	Lecture	2008-06-04	BiMac center, KTH
Blue Ocean strategy for <i>Gnosjöites</i> - a maritime approach for inland companies	Workshop for SMEs network	2008-05-30	Gnosjö Company Network
Innovation and differentiation	Workshop	2008-05-20	Sandvik Mining
Ethanol in compression engines	Brainstorming session	2008-05-13	Akzo Nobel, SEKAB, Scania
<i>Innovation - generella och speciella aspekter för hälso och sjukvård</i>	Workshop	2008-05-03	<i>Nordiska Högskolan för Folkhälsovetenskap</i>
Blue Ocean Strategy	Presentation and panel discussion	2008-03-13	CBN (Chamber of Business Networks) - a network of C level officers

Innovation by differentiation - be better at lower cost	Presentation	2007-12-06	Volvo Trucks Product Planning Management Group
Customer insight for package handling	Lecture	2007-11-27	Packaging Logistics course , Lund University of Technology
<i>Innovationsdrivande förutsättningar</i>	Presentation	2007-11-21	IVA
Idea management and Open Innovation	Lecture	2007-11-05	Chalmers - Management and Economics of Innovation (MEI)
Blue Ocean Strategy	Presentation and WS	2007-10-19	Axis Communications
Innovation, paradoxes and paradigm shifts	Presentation	2007-10-02	Whole of Volvo Trucks
From Creativity to Innovation	Lecture	2007-09-05	Innovation Engineering course, Lund University of technology
Hindi Pads - a blue ocean strategy for SCA Hygiene	Group work with <i>Västsvenska Handelskammaren</i> (VHK) with Stefan Sandberg	2007-02-22 until 2007-09-05	Stena, Eka Chemicals, Mölnlycke Health Care and Volvo Penta
SCA Idea Management system	Presentation	2007-08-14	Alfa Laval
Innovation to escape the commodity trap - but How?	Lecture	2007-03-26	Hercules Inc, USA
Crossing the chasm	Presentation	2006-11-10	Arjo Getinge
Innovation to escape the commodity trap – paradigms and paradoxes	Presentation	2006-09-21	Metso Tissue Symposium
From Creativity to Innovation at SCA	Presentation	2006-08-30	Chalmers – Unitech Students meeting
Innovation at SCA in the focus of Global competition	Presentation.	2006-04-27	Chalmers – Mechanical Engineering students
The Mölnlycke story - the necessity for differentiation in mature businesses	Presentation	2006-04-21	EIRMA SIG III
The Drivers and Context of Open Innovation - The whys, whats, wheres, whens, hows and whos (40% co-authored by Anne Goldberg from Solvay)	Key Note presentation	2006-04-20	EIRMA SIG III
Innovation and industry development in the forest products industry	Presentation	2006-03-23	BASF Seminar in Ludwigshafen
From creativity to innovation	Lecture	2006-02-23	Chalmers, MEI programme

Creative Ideas - generation and handling from creativity to innovation	Presentation.	2005-12-10	STFI Staff in Stockholm
From Research to Innovation in the Pulp and Paper industry	Presentation.	2005-12-09	YKI Forest Products Day
Customer focused innovation	The role of customer insight in the field of innovation.	2005-11-29	Eka Chemicals Innovation Day 2005
Open Innovation and KM	Presentation	2005-10-20	EIRMA SIG III
Från forskningsresultat till Innovation	Article	2005-09-14	Svensk Papperstidning
Idéhantering och innovation i mogna företag	Presentation	2005-09-07	Näringslivsdagar in Mariestad
Innovation i stora företag	Presentation	2005-05-14	IVA
Innovationstyper i stora företag (Co-author: Ulf Carlson, 10%)	Presentation.	2005-04-18	IVA Stockholm
Leadership for the effective researcher (Co-author Ulf Carlson, 10%)	Presentation	2004-11-09	EIRMA seminar
Identifying Disruptive Innovations – experiences from a Paper and Pulp company (Co-authors Mats Magnusson and Shuan Sadre Ghazi)	Conference article CiNet	2006	CINet 2006 Conference in Lucca. Proceedings page 528-539
Chemische Einflüsse auf die Deinkbarkeit von flexobedrucktem Altpapier (Coauthors: May-Lis Lindquist ~20 %, E. Hanecker ~15 % and D. Phan Tri ~15 %)	Article and Conference contribution (Munich 1990)	1990	Wochenblatt für Papierfabrikation (1991) 20, 811
Deinking of wastepaper containing flexographic inks (Co-authors Robert G. Horacek ~10% and May-Lis Lindquist 20%)	Article and Conference contribution (Tappi Conference in Seattle 1989)	1989	Proceedings Tappi Pulping Conference 1989; 391-405
Avsvärtning (Indirect authoring by me and co-authoring by May-Lis Lindquist ~50%)	Article	1989	Nordisk Cellulosa (1989):10, 34
Chemical application expands in washing/ flotation deinking systems (Co-author Bob Horacek 50 %)	Article	1989	Pulp and Paper 63 (3): 97 (1989).

## 17 Masters' theses directly supervised

*Title and period*

*Content*

*Students, University*

Business Modeling in the Fuzzy Front End – with an Eco-Bio touch (Sep 2012-Jan 2013)	Working with business models in the very early phase of a possible business, in this case using a waste stream at the Ortviken paper mill to be the raw material for possible Superabsorbent production.	Jon Borgas and Andreas Törnqvist, Chalmers, Gothenburg
GIRO d'Italia – Garbage In Resource Out (Sep 2012 – Jan 2013)	Working with the disposal problem of incontinence pads at wards in Italy and how to make money out of that. Business Modeling in an early phase.	Erik Graffner and Klas Degeryd, Chalmers Gotheburg
Exploring inhibitors for implementation of ideas with breakthrough innovation potential - A case study of SCA Hygiene business area (Jan-May 2012)	Creating a model on what factors that are influencing the work with breakthrough innovation in SCA Hygiene Products	Pernilla Alm, Johanna Jeppsson, Chalmers
Collaborative tools for idea and knowledge management – a look behind the hypes (Jan-June 2011)	Ways and means that MNCs collaborate for innovation	Anders Christiansson, Chalmers Gothenburg
Individual innovation incentives – an overview of motivational incentives within innovation (Jan-May 2011)	Different ways and means tested to motivate for increased creativity, efficiency and effectiveness in innovation	Filip Bengtsson, Josef Ekman and Jakob Söderström, Lund University
The MaP of Opportunities - How to Create Value in the Older Machine Segment (Jan-May 2010)	Using Outcome Driven Innovation to read what the customers really want in order to map the opportunities at Volvo Trucks	Paulina Nilsby and Märtha Sjögren, Lund University
Off-shoring at TetraPak - Proactive Technology Intelligence for Reverse Knowledge Transfer (Jan-May 2010)	Use of technology scouting in order to achieve Reverse/Frugal Innovation at TetraPak	Oscar Örtendahl and Tor Blomdell, Lund University
Exploring Value Potential in a function Focused industry (Jan – May 2009)	Using business modelling and other tools in the strategy work at Crawford Solutions	John Blomsterlind and Anna Karlsson, Lund University
Valuation of R&D projects with Real Options Approach - A case study performed in collaboration with SCA Hygiene Products (Sept-Dec 2008)	Using the ROA early on in the valuation of projects with uncertain outcome	Andreas Fall and Carolina Strandberg, Gothenburg University
Development of Outside-the-Box innovations at SCA – Developing a screening process for Outside-the-Box ideas (Jan – June 2008)	Focusing on the screening process of radical/disruptive/OtB Ideas	Ralf-Geert Osborne and Christian Sandström, Chalmers
Be BOP - On the Importance of Competing for the Bottom of the Pyramid in Emerging Markets (Aug-Dec 2006)	A comparison between two strategies to approach the customer in the “Third-World” countries, whereas this thesis promotes the bottom-up strategy, drastically lowering the price of the	Martijn Corbée and Thomas Romville. Gothenburg University, International Management of Economics

	products sold but also letting the products be simpler	
Seize AdVentures – on how to handle New Business Development initiatives at SCA Personal Care (Jun - Oct 2006)	Comparison of the way that various European companies deal with internal corporate venturing	Johan Borg and Richard Glatzel. Chalmers, Masters course in Management and Economics of Innovation
Disrupt or become disrupted – a framework to identify and evaluate disruptive innovations (August 2005 - Jan 2006)	On the importance not only to deal with incremental, sustaining innovations but also to be aware of the danger from insurgent disruptive innovation and of the ability to come up with these innovations yourself. This thesis (and other activities) led to the forming of the New Business Development Group at SCA PC	Magnus Lindquist and Shuan Sadre Ghazi. Chalmers Masters course in Management and Economics of Innovation
Om idéhantering för marknads- och försäljningsrelaterade idéer (Feb – April 2005)	On the importance of having not only collection of technical ideas but also for business related ideas. This (and other activities) led to the formation of such an entity within SCA PC	Joakim Klintred, Britt Ljunglide, Jonas Lorentzon and Lena Thorell DIHM Economy, Gothenburg
Embracing external ideas at SCA in a world going towards Open Innovation (Aug – Dec 2004)	On the importance of Open Innovation. This thesis ( and other activities) has led to the engagement of Open Innovation sources such as InnoCentive within SCA PC	Gunnel Elglund and Veronica Nilsson Chalmers
Knowledge Management within Tissue R&D at SCA (Jan – May 2004)	On the formation of a knowledge management system within SCA, something that later led to the start up of the Alexander project aiming for a KM system within the whole of SCA's R&D units	Anna Lind and Nathalie Björkdahl Chalmers
Odd Birds - radical innovation (Aug – Dec 2003)	On the usability of the Lead User method by dealing with more radical innovations.	Robert Torstenson and Christian Sahlin Chalmers