



한양대학교  
HANYANG UNIVERSITY

# Hanyang MOT Global Program

‘Successful transformation of global ecosystem and sustainable growth focusing on ESG’

(7, 8, 15 Jan. 2022)



No Boundaries Academy

Professor/Director Paul Iske

Adjunct Professor/Director  
Boohwan Byun

# 프로그램 코디네이터



## Paul Iske (폴 이스케) 교수

- 현 네덜란드 마스트릭대학교 경영대학교 교수
- No Boundaries Academy (NBA) 공동 대표 및 설립자
- 빛나는 실패연구소 설립자 겸 CFO (Chief Failure Officer)

물리학 박사 (PhD in Quantum-statistical Physics)로 2015년까지 글로벌 에너지 기업 Shell, 네덜란드 ABN AMRO 본점의 다이얼로그 하우스, 혁신 센터장을 역임 하였고 현재는 네덜란드 마스트릭트 대학교 경영대학 교수로 재직 중. 폴 교수는 '빛나는 실패 연구소(Institute of Brilliant Failures)' ([www.brilliantfailures.com](http://www.brilliantfailures.com))의 설립자이자 CFO(Chief Failure Officer)로도 활동 중이며 다양한 분야에서 창의성, 개방형 혁신, 기업가 정신을 고양시키고 증대 시키는데 많은 역할을 하고 있음.

## 변부환 교수

- 현 서강대학교 기술경영전문대학원 겸임교수
- No Boundaries Academy (NBA) 공동대표 및 설립자
- 네덜란드 암스테르담 Startup Bootcamp Mentor
- 네덜란드 암스테르담 소재 ABN AMRO 은행 본점 이사



2003년 부터 글로벌 원자재 파이낸싱팀, 금융 기관 및 국가리스크 심사팀, 전사적 리스크 관리팀 등에서 다양한 경력을 쌓아 왔으며 초연결성의 시대 금융산업의 새로운 역할과 지속 가능한 성장 등을 연구해 오고 있음. 2018년 부터는 유럽 최대의 글로벌 스타트업 엑셀러레이터 Startup Bootcamp의 멘토로 활동 중. 다양성과 포용 (Diversity & Inclusion) 그리고 Good Citizenship 등이 어떻게 기존의 사회적 갈등을 줄이고 새로운 가치를 창출해 낼 수

있는지에도 많은 관심을 가지고 있다.

# 한양 MOT 글로벌 Program 개요 I



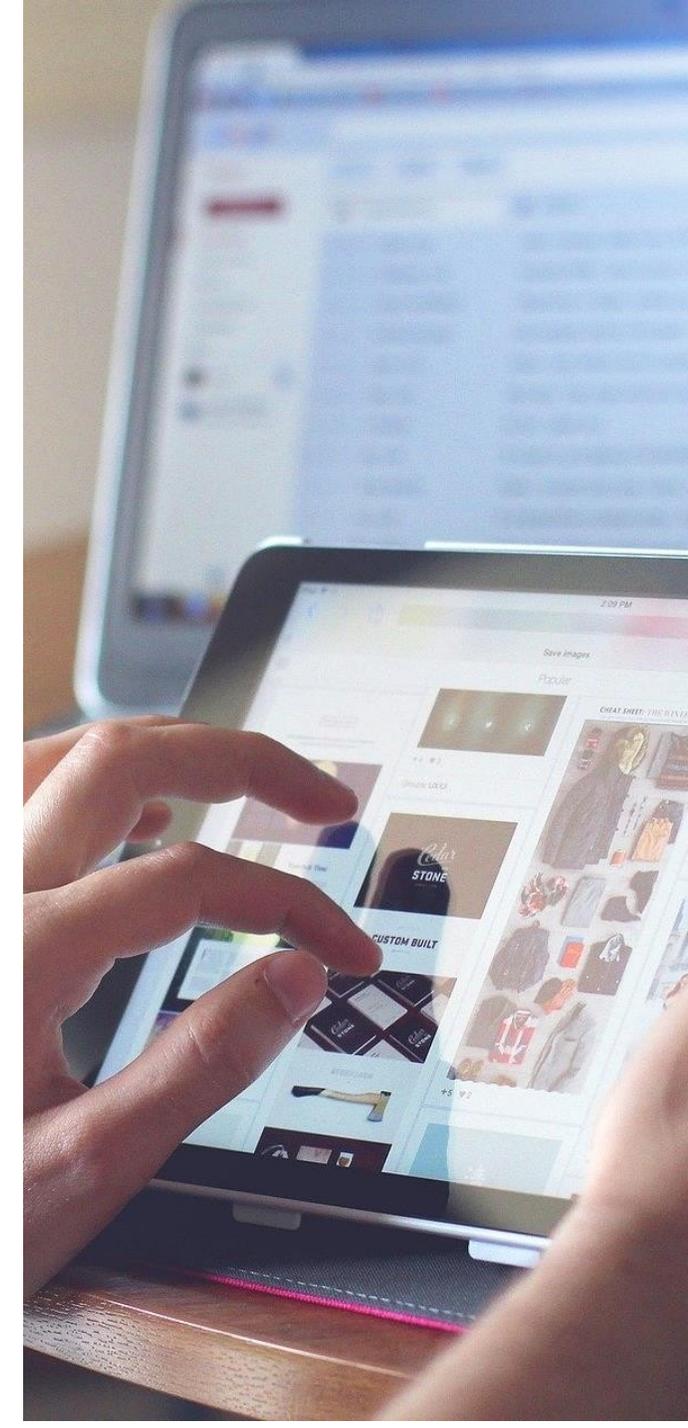
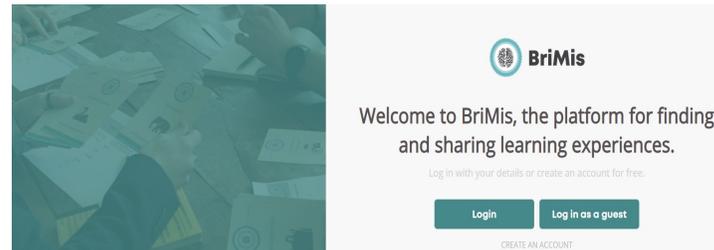
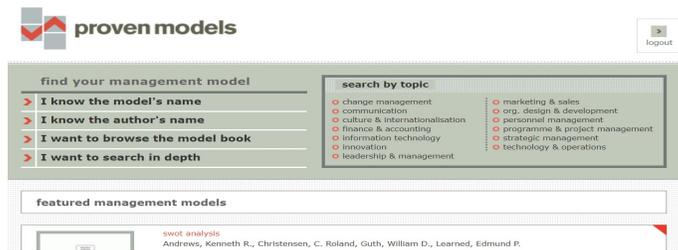
프로그램은 3일 (총 18시간) 일정으로 진행이 되며,  
i) 개방형 혁신 (Open Innovation) 및 지속가능한 성장 (Sustainable Growth and ESG) 관련 최신 이론적 배경과  
ii) 글로벌 혁신 Startup 및 혁신적인 산업 생태계의 성공적인 스토리를 통해 Out of the Box mind 함양 및 창의적 역량 발굴에 초점이 맞춰져 있습니다  
iii) 다양한 글로벌 기업들의 혁신에 대한 고민과 딜레마를 이해함과 동시에 이러한 사례들이 참여자들에게 전달하는 메시지는 무엇인지 심도 깊은 토의와 발표가 이루어지게 됩니다



프로그램은 3명의 교수진들로 부터 지속가능한 성장 및 개방형 혁신 등에 대한 강의와, 총 3개의 글로벌 기업의 (DSM, Boskalis, Philips) 지속가능한 성장의 의미와 전략을, 3개의 글로벌 혁신 생태계 (Startup Bootcamp, YesDelft, Brightland Campus)의 성공적인 전환 스토리, 글로벌 스타트업들은 어떠한 현실의 장벽을 넘고 지속가능한 가치 창출을 위해 도전하고 있는지 발표가 이루어 질 것입니다 (Pharmi, CompoSoft : Face recognition).



프로그램 기간 동안 2가지의 툴 (ProvenModels and Brimis)이 함께 활용될 예정이며 참여자들에게는 6개월간 ProvenModels (<https://www.provenmodels.com/>) 및 Brimis (<https://www.brimis.nl/>) access 권한이 주어 집니다. ProvenModels는 경영학 전반에 관한 (전략, 인사, 혁신, 마케팅 등) 현장에서 많이 활용되고 있는 모델들이 정리되어 있는 툴 이며, Brimis는 (글로벌) 실패의 사례들이 16개의 archetype에 의해 정리되어 있어 두 가지 툴을 통해 (지속 가능한 혁신) 성장 전략 및 실패에 대한 인사이트 등 필요한 지식을 체계적으로 습득할 수 있는 기회를 제공하게 될 것입니다.



# 한양 MOT 글로벌 Program 개요 II



한양 MOT 글로벌 혁신 프로그램은 크게 4개의 목표를 가지고 구성되어 있습니다.

- i) **Awareness** : 급속하게 변화하는 경쟁 환경과 내가 속한 조직의 가능성과 한계 그리고 Boundary에 대한 폭넓은 이해
- ii) **Trend** : 새롭게 변화하는 시대의 트렌드를 분석 및 이해 능력 배양
- iii) **Insight & Out of the Box thinking** : 각 참여자와 참여자들이 속한 조직의 미래비전에 대한 새로운 통찰
- iv) **New Value Creation** : 궁극적으로는 조직의 새로운 성장 동력 및 미래 가치를 창출



모든 과정은 참여형 수업으로 진행됩니다. 전 참여자들은 총 6회의 그룹 토의와 총 2회의 개별 발표 과제를 통해 참여자들간 협업의 과정을 체험하게 되며 새로운 아이디어를 제시하는 과정을 통해 창의적 문제해결 능력도 함양하게 됩니다.



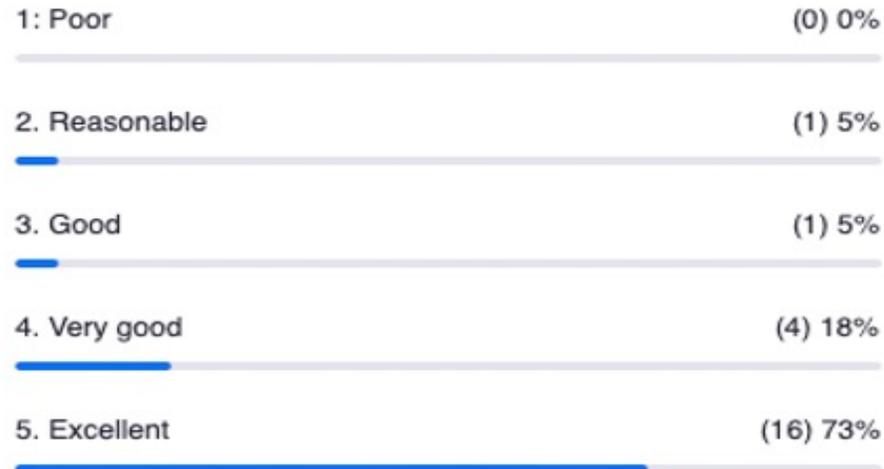
성공적으로 프로그램을 이수한 참여자들에게는 이수세부 내역이 포함된 '2022년 한양 글로벌 프로그램 'Successful transformation of global ecosystem and sustainable growth focusing on ESG' 이수 Certificate가 발행될 예정입니다



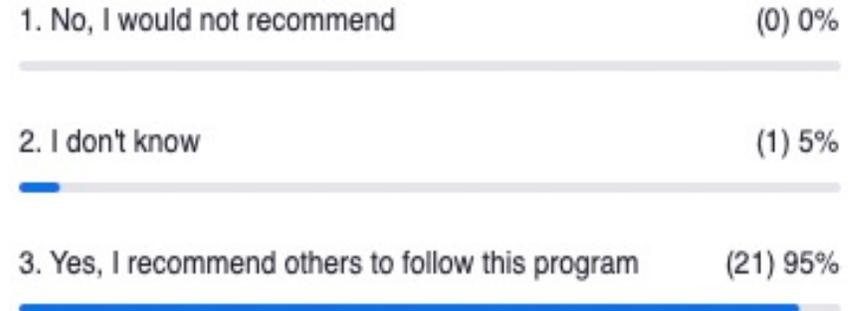
# 글로벌 Program 의 평가

- 그동안 진행되었던 혁신 프로그램에 대한 참여자들의 평가는 Exceptional로 매우 높았습니다
- 2022년 한양 MOT 프로그램 역시 많은 글로벌 전문가 들과 함께 깊이 있는 프로그램으로 준비되었습니다

1. How would you rate this program (1 = poor, 5 = excellent)?



2. Would you recommend this program to other people?



# 2022 한양 MOT 글로벌 Program 세부 스케줄 Day 1

Day 1 7.Jan. 2022	18:00	18:45	Welcome lecture: Sustainable Economic development, Past, Present and Future by Prof./ Program Director Boohwan Byun [ <a href="https://noboundariesacademy.com">https://noboundariesacademy.com</a> ]
	18:45	19:30	Welcome lecture: Combinatoric Innovation & Creativity by Prof./Program Director Paul Iske [ <a href="https://noboundariesacademy.com">https://noboundariesacademy.com</a> ]
	19:30	19:45	Coffee break and Group setting
	19:45	20:15	Successful transformation from 'Darklands to Brightlands' by Maurice Olivers [ <a href="https://www.youtube.com/watch?v=tSEvOokcLWs">https://www.youtube.com/watch?v=tSEvOokcLWs</a> ]
	20:15	20:45	Lessons learned from startups, Elizabeth Kleinveld (Startup Bootcamp)
	20:45	21:15	Global Start up Ecofye_Manage your carbon footprint [ <a href="https://www.ecofye.com/">https://www.ecofye.com/</a> ]
	21:15	22:00	Group Discussion 1
	22:00	22:10	Recap and Closing

# 2022 한양 MOT 글로벌 Program 세부 스케줄 Day 2

Day 2 8.Jan. 2022	14:00	14:15	Opening and Recap day 1 by Prof.Boohwan Byun / Prof.Paul Iske
	14:15	15:00	Business Venturing, Transformation of a Large corporate by Dr. Herman Worries (former) VP Business Development, DSM [ <a href="https://www.youtube.com/watch?v=RiwDvydggmM&amp;list=PL89FF588FC5C32E43">https://www.youtube.com/watch?v=RiwDvydggmM&amp;list=PL89FF588FC5C32E43</a> ]
	15:00	15:45	Innovation and strategic sourcing, procurement by Professor Frank Rozemeijer, Maastricht University [ <a href="https://www.frankrozemeijer.com/">https://www.frankrozemeijer.com/</a> ]
	15:45	16:45	Group Discussion 2 [IKEA, KFC, Boeing case]
	16:45	17:00	Break
	17:00	17:45	Unbloking Suez Canal and sustainable organizational transformation_Boskalis
	17:45	18:45	Group Discussion 3
	18:45	19:15	Dinner Break
	19:15	19:45	Assignment 1 _ Brilliant Failures & BRIMIS Submission due before : 14.Jan.2022 9pm
	19:45	20:15	Assignment 2 - Proven Models Submission due before : 14.Jan.2022 9pm

# 2022 한양 MOT 글로벌 Program 세부 스케줄 Day 3

Day 3 15.Jan .2022	14:00	14:15	Opening and Recap day 2 by Prof. Boohwan Byun / Prof. Paul Iske
	14:15	15:00	Evolution of sustainable development in energy industry and challenges by Dr. Marja Zonnevylle, (former) General Manager Technology Portfolio Shell Global Solutions International B.V. [ <a href="https://www.shell.com/">https://www.shell.com/</a> ]
	15:00	15:45	Group Discussion 4
	15:45	16:00	New product-market combinations based on facial recognition by Theo Breuers, CEO Comp oSoft [ <a href="https://www.facialrecognition.tech/">https://www.facialrecognition.tech/</a> ]
	16:00	16:45	Group discussion and Presentation 5
	16:45	17:15	Pharmaceutical care in Digital Revolution by Dr. Claudia Rijcken, CEO and Founder Pharmi ( <a href="http://www.pharmi.info">www.pharmi.info</a> )
	17:15	18:00	Group discussion and Presentation 6
	18:00	19:00	Individual Presentation about Assignments
	19:00	19:30	Feedback and Evaluation



**Meet Excellent Speakers from  
Diverse Areas**

## Speaker List

### Hanyang MOT Global Innovation Program Winter 2022

#### 1. Paul Iske



#### Paul Iske · 1st

Chief Failure Officer at Institute of Brilliant Failures, Chairman Personalised Healthcare Catalyst Foundation, Professor Open Innovation at Maastricht University, Owner KnocoM  
Amsterdam, North Holland, Netherlands · [Contact info](#)



Het Instituut voor Brilljante Mislukkingen



University of Twente

#### Experience



##### Chief Failure Officer

Het Instituut voor Brilljante Mislukkingen · Part-time  
May 2008 - Present · 13 yrs 8 mos  
Netherlands

The Institute of Brilliant Failures aims to create awareness and appreciation for risks involved in Innovation & Entrepreneurship. We try to reduce fear for the unknown and we want to stimu...see more



##### Chairman

Personalised Healthcare Catalyst Foundation · Part-time  
Jan 2020 - Present · 2 yrs  
Oostzaan, Noord-Holland, Nederland



##### Professor Open Innovation and Business Venturing

Maastricht University  
May 2010 - Present · 11 yrs 8 mos

At the School of Business and Economics, I occupy the Chair of Open Innovation and Business Venturing, focusing on 'Combinatoric Innovation'. I look for conditions that stimulate the knowledge dia...see more

#### 2. Boohwan Byun



#### Boohwan Byun

Senior Expert ERM / Enterprise Risk Management at ABN AMRO Bank N.V.  
Amsterdam, North Holland, Netherlands · [Contact info](#)



ABN AMRO Bank N.V.



University of Cambridge



## Adjunct Professor | Graduate School of Management of Technology

Sogang University

Oct 2014 - Present · 7 yrs 3 mos

Mapo-gu, Seoul, Korea

### Experience



#### ABN AMRO Bank N.V.

Full-time · 14 yrs 2 mos

- **Senior Expert ERM / Enterprise Risk Management**

Jan 2020 - Present · 2 yrs

Amsterdam, North Holland, Netherlands

ERM Network

- Enterprise Risk Management

...see more

- **Director**

Jan 2018 - Jan 2020 · 2 yrs 1 mo

Amsterdam, North Holland, Netherlands

ISRO Country Risk Management

- **Senior Analyst/Approver**

Feb 2015 - Jan 2018 · 3 yrs

Financial Institutions and Country Risk Department

### 3. Maurice Olivers



#### Maurice Olivers · 2nd

Empowering People, Brands and Communities

Netherlands · [Contact info](#)



Brightlands

### Experience



#### Brightlands Branding & Communications

Brightlands

Mar 2016 - Present · 5 yrs 10 mos

Sittard-Geleen, Maastricht, Heerlen, Venlo

Brand Development, Community Development, Communications Management.



#### Head of Community Building & Communications

Brightlands Chemelot Campus

Mar 2014 - Mar 2016 · 2 yrs 1 mo

Sittard-Geleen

Member of the management team of Brightlands Chemelot Campus, Creator of dialogues and connections, Manager of the cluster of Community Building, Communications & Branding and ...see more



#### Director Executive Education and Business Development

UMIO | Maastricht University

Sep 2003 - Mar 2014 · 10 yrs 7 mos

Responsible for development and execution of executive and organizational development programs (open enrollment, customized, executive master) ...see more

## 4. Elizabeth Kleinveld



### Elizabeth Kleinveld · 1st

Helping entrepreneurs doing great stuff. Startup matchmaker and ecosystem builder in Fintech, Cybersecurity & Sustainability.  
Amsterdam, North Holland, Netherlands · [Contact info](#)

 Great Stuff Ventures

### Experience



#### Founding Partner

Great Stuff Ventures · Self-employed  
Mar 2018 - Present · 3 yrs 10 mos  
Amsterdam, North Holland, Netherlands

Investing in great people doing great stuff



#### Great Stuff Ventures - Investors in the daring builders of tomorrow

We are investors in the daring builders of tomorrow. We are diverse and inclusive venture capital investors in early-stage tech companies.



#### Director

The Startup Matchmaker · Self-employed  
Jan 2016 - Present · 6 yrs  
Amsterdam, North Holland, Netherlands

Advise startups and scale-ups on go-to market strategy, business development, connecting to Corporates and becoming investor ready. Invest in a select number of startups with Great Stuff Ventures.



#### Partner Success Manager

Startupbootcamp  
Oct 2016 - Present · 5 yrs 3 mos  
Amsterdam Area, Netherlands

I'm responsible for ensuring that our partners get the most value out of the Fintech & Cybersecurity program. I help to scout startups worldwide and introduce them to banks, insurers, pension p ...see more

## 5. Daniela Arroyo-Olson



### Daniela Arroyo-Olson · She/Her · 1st

Entrepreneur dedicated to protecting the planet · Ecofy co-founder  
South Kensington, England, United Kingdom · [Contact info](#)

 Ecofy

 Imperial College Business School

## Experience



### Co-Founder

Ecofye · Full-time  
Oct 2019 - Present · 2 yrs 3 mos  
London, United Kingdom

Climate Action is our focus. Together, let's make it yours.

[...see more](#)



### Project Intern

Business Integration Partners  
Jun 2019 - Aug 2019 · 3 mos  
London, United Kingdom

- Developed an assessment framework along with BIP to understand their clients level of sustainability.
- Work along with senior consultants at BIP to analyse real life scenarios and possible solution ...see more



### Founder

EnMedioVerde  
May 2017 - Dec 2018 · 1 yr 8 mos

Profit and Purpose go together.

[...see more](#)

## 6. Herman Wories



### Herman Wories · 1st

Project Director UM-BISCI / Board member Stichting Personalised Healthcare Catalyst / Wories Innovation Solutions  
Maastricht, Limburg, Netherlands · [Contact info](#)



Bightlands Institute for Supply Chain Innovation

Universiteit Leiden



### Project Director

Bightlands Institute for Supply Chain Innovation · Part-time  
Jan 2021 - Present · 1 yr  
Maastricht



### Owner

Wories Innovation Consultancy · Self-employed  
Feb 2020 - Present · 1 yr 11 mos



### Member Of The Board Of Advisors

ORMIT Nederland  
Aug 2017 - Present · 4 yrs 5 mos  
Utrecht Area, Netherlands



## DSM

13 yrs 5 mos

- **VP Global Business Incubator**  
Full-time  
Aug 2012 - Feb 2020 · 7 yrs 7 mos  
Creating and building new business concepts for DSM on a global scale.
- **Director Innovation Program Office**  
Full-time  
Jan 2008 - Jul 2012 · 4 yrs 7 mos
- **VP Demand Supply Chain Management**  
Oct 2006 - Dec 2007 · 1 yr 3 mos



## DSM Pharma Chemicals

Full-time · 8 yrs 10 mos

- **VP Marketing and Sales**  
Oct 2003 - Oct 2006 · 3 yrs 1 mo
- **NBD manager CMO/CRO pharma and agchem**  
Jan 1998 - Sep 2003 · 5 yrs 9 mos

## 7. Frank Rozemeijer



### Frank Rozemeijer · 2nd



NEVI Professor at Maastricht University and Associate Partner at SOLVINT

Bussum, North Holland, Netherlands · [Contact info](#)

### Experience

 **Associate Partner**  
SOLVINT  
Jun 2020 - Present · 1 yr 7 mos  
Amsterdam, North Holland, Netherlands

 **Member of the supervisory board**  
Inka C.V.  
Jun 2019 - Present · 2 yrs 7 mos

 **Maastricht University**  
14 yrs 9 mos

- **NEVI Professor Purchasing and Supply Management**  
Apr 2007 - Present · 14 yrs 9 mos  
Maastricht  
Responsible for teaching Purchasing Management courses and supervising PhD research in the area of Purchasing and Supply Management. My current research interests are aimed at: 1) Assessing ...see more
- **Academic Director NEVI Purchasing Leadership Programme**  
2012 - Present · 10 yrs  
Maastricht Area, Netherlands

## 8. Sander Steenbrink



**Sander Steenbrink** · 2nd

General Manager Corporate Research & Development bij Boskalis

The Randstad, Netherlands · [Contact info](#)

 Boskalis

 Technische Universiteit Delft

### Experience



**Boskalis**

14 yrs 3 mos

Papendrecht

- **General Manager Corporate Research & Development**  
Jan 2015 - Present · 7 yrs
- **Manager Dredging Development Department & Survey**  
Oct 2007 - Dec 2014 · 7 yrs 3 mos



**Lid Economic Development Board Drechtsteden**

Economic Development Board (Drecht Cities)

2017 - Present · 5 yrs



**Voorzitter Beroepenveldcommissie faculteit 3mE TU Delft**

Technische Universiteit Delft

2007 - Present · 15 yrs

## 9. MarjaZonnevylle



**Marja Zonnevylle** · 2nd

Happily Retired at Roosenvylle

Bloemendaal, North Holland, Netherlands · [Contact info](#)

 SusPhos

## Experience



### Non Executive Strategic Advisor

SusPhos · Freelance  
Jan 2021 - Present · 1 yr  
Netherlands

Non-Executive Strategic Advisor at exciting sustainability startup Susphos and to Marissa de Boer as CEO. Susphos has a patented technology to up-cycle phosphate from waste streams. As Non-Exec ...see more



### Shell

32 yrs 2 mos

#### General Manager Technology Portfolio

Jan 2018 - Dec 2020 · 3 yrs  
Amsterdam Area, Netherlands

Responsible for governance of Shell's R&D and Technology Portfolio, with budget >> 1 billion USD annual, including portfolio management, innovation funnel health, value, breadth and movement.

#### General Manager Gas Processing

Aug 2012 - Jan 2018 · 5 yrs 6 mos  
Amsterdam Area, Netherlands

Leading organizations focused upon process technologies to remove contaminants from natural gas and waste gas streams, for a range of global customers and multi-million \$ projects in the O&G industry.



Sulphur16

#### Site Manager Shell Technology Center Amsterdam

Jan 2010 - Aug 2012 · 2 yrs 8 mos

## 10. Theo Breuers



### Theo Breuers · 2nd

Director, Innovator and Strategic Advisor  
Margraten, Limburg, Netherlands · [Contact info](#)

323 connections



COMPO Software | Salary | Ticketing



HBO Heerlen en University Maastricht

## Experience



### Director, Innovator & Strategic Advisor

COMPO Software | Salary | Ticketing  
Jul 1984 - Present · 37 yrs 6 mos  
Margraten, in the south of the Netherlands

Innovation is in our DNA. Together with our partners we continuously re-think processes and systems. How can we make the lives of our contributors and partners easier. Less complex, but most in ...see more

## 11. Claudia Rijken



**Claudia Rijken** · 1st

Founder Pharmi | Author & Lecturer Digital Pharmaceutical Care  
| PhD PharmD MHA  
Eindhoven, North Brabant, Netherlands · [Contact info](#)



Pharmi



MIT Sloan School of  
Management



### Experience



#### Founder / CEO

Pharmi  
Aug 2019 - Present · 2 yrs 5 mos  
High Tech Campus Eindhoven

Pharmi develops Digital Pharmaceutical Care Solutions to enable patients to master their own medicine and facilitate pharmacists to augment apothecary care. [...see more](#)



#### Academic Lecturer Digital Pharmaceutical Care

Universiteit Utrecht  
Mar 2019 - Present · 2 yrs 10 mos  
Utrecht

Founder and lecturer in 5-weeks academic course with the objective to introduce MSc Pharmacy Students to the tools, principles and conditions of digital pharmaceutical care ..... to enable them to es [...see more](#)



#### Co-Founder

Brightpharma  
May 2018 - Present · 3 yrs 8 mos  
Netherlands

Independent, synergistic network of key experts, companies and academia which aim harmonisation of nomenclature to achieve seamless interoperability of electronic product information in healthc [...see more](#)