

Summary Curriculum Vitae

ACADEMIC EXPERIENCE

- 2014-now** **Professor – Université libre de Bruxelles – SBS-EM (Brussels)**
- Teaching and research areas: Information Systems, Digital Strategy, Digital Business, Digital Transformation, Computer Science, Science & Technology
- 2011-2014** **Assistant Professor – Université libre de Bruxelles – SBS-EM (Brussels)**
- 2009-2011** **FNRS Postdoctoral Researcher (chargé de recherches) – ULB SBS-EM (Brussels)**
- Feb-July 2009** **Visiting scholar – Strategic Management Group, Georgia Institute of Technology (Atlanta)**
- 3 collaborative research projects with different scholars at GeorgiaTech
 - Funding from FNRS and ULB international scholarship grants
- 2008-2011** **Lecturer (maître d’enseignement) – ULB SBS-EM (Brussels)**
- Teachings: Management Information Systems, Microeconomics & Strategy, Economic analysis
- 2002-2009** **Teaching assistant and research fellow – ULB SBS-EM (Brussels)**
- PhD Researcher (external contract funding)
 - T.A. in Innovation Management, Computer Science, and Coaching MBA Field Projects

BUSINESS EXPERIENCE

- 2022-now** **Senior Fellow, The Conference Board**
- 2020-now** **Member of Belgium’s High Council for Employment (Conseil Supérieur de l’Emploi)**
- 2016-now** **Keynote lectures at conferences and events for industry and policy**
- 30+ talks on digital strategy, digital transformation, artificial intelligence and the future of work
- 2003-now** **Consultation as expert**
- 30+ Workshops or advisory assignments for industry and policy
E.g. Brussels Region Government, ACTIRIS, Ladbrokes Belgium, Accenture, McKinsey, Belgian Federal Minister for Digital Agenda, SAP, Procter & Gamble, Impulse.Brussels, Solvac, Befimmo, Sodexo
 - 200+ media interviews on digital technology and digital business
- 2001-2002** **Management Consultant – Capgemini (Belgium and France)**
- Consultant: Projects on e-business, business intelligence, ICT management, knowledge management for multinationals in France and Belgium and for the European Commission (DG IS)
 - Pre-sales support: Development of a new service offering “Enterprise Information Portals”, contribution to tenders

CONTRIBUTION TO THE MANAGEMENT OF THE UNIVERSITY AND THE FACULTY

- 2002-2020** **Within the SBS-EM Faculty**
- President of Master Theses Jury Strategy, Marketing, Entrepreneurship, Innovation (since 2022)
 - Deputy Dean for management research (2018-2020)
 - Academic Director of the master’s in business engineering (2011-2016)
 - Academic Director of the advanced master’s in innovation & strategic management (2014-2016)
 - Head of EQUIS Re-Accreditation (2012-2013 and 2015-2016)
 - Member of the Faculty Board (researchers rep, 2007-2008)
 - Member of the SBS-EM Board and the SBS-EM Advisory Board (researchers rep, 2006-2008)
- 2006-now** **At university level**
- Adjunct to President and Advisor to Rector for IT and Digital (since April 2019)
 - Member of the Computing Centre Board and Users Board (2012-2015)
 - Member of the IT Board of the University (delegate of the researchers from 2006 to 2011)

EDUCATION

- 2003-2008 PhD in Economics and Management – ULB SBS-EM (Brussels)**
- “Essays on the Empirical Analysis of Patent Systems” (PhD Advisor: Bruno van Pottelsberghe)
- 1995-2001 BA and M.Sc. in Business Engineering (Honors) – ULB SBS-EM (Brussels)**
- Exchange Programme at Darden Graduate School of Business (MBA) (Virginia, USA)
 - De Barys Award for best final thesis: “*e-Catalog Syndication with Java and XML*” (2001)
- 2001-2006 Professional trainings**
- Forum Institute for Management, “*Understanding US and EU Patent Litigation*”, 2006
 - ULB and UCL, “*Understanding Intellectual Property Law*”, 2005
 - ULB SBS-EM, “*Leadership in Action*”, 2004
 - Capgemini, “*Consulting Skills*”, “*Information Analysis*”, 2001

TEACHING AND RESEARCH AREAS

- **Digital business:**
 - Digitization of business processes
 - Digital business models, Digital strategy, Digital transformation, AI Strategy
 - Digitalization & Sustainability
- **Economics of digitization:**
 - ICT Adoption among firms and institutions
 - Contribution of ICT to productivity and firm organization
 - Business value of ICT
- **Economics and management of innovation:**
 - Knowledge management and spillovers
 - Innovation and IP management

SCHOLARLY ACCOMPLISHMENTS AT A GLANCE

- 15 Research grants and applied research contracts
- 30 Publications in academic journals
- 2500+ Google Scholar Citations – H-Index: 23 ⁽¹⁾
- 40+ Talks in international academic conferences and seminars

SELECTED PUBLICATIONS

- Hoffreumon, C., Forman, C. C., & van Zeebroeck, N. (2024). Make or buy your artificial intelligence? Complementarities in technology sourcing. *Journal of economics & management strategy*
- Ameye, N., Bughin, J., & van Zeebroeck, N. (2023). How uncertainty shapes herding in the corporate use of artificial intelligence technology. *Technovation*, 127, 102846.
- van Zeebroeck, N., T. Kretschmer and J. Bughin (2021), Digital “is” Strategy: The Role of Digital Technology Adoption in Strategy Renewal, *IEEE Transactions on Engineering Management*, 1-15.
- Forman, C. and N. van Zeebroeck (2019), Digital technology adoption and knowledge flows within firms: Can the Internet overcome geographic and technological distance?, *Research Policy*, 48(8), 1-16.
- Venturini, R., M. Ceccagnoli and N. van Zeebroeck (2019), Knowledge Integration in the Shadow of Tacit Spillovers: Empirical Evidence from U.S. R&D Labs, *Research Policy* 48(1), 180-205.
- Bughin, J., T., Catlin, B. Hall, and N. van Zeebroeck (2017), Improving Your Digital Intelligence, *MIT Sloan Management Review*, October 2017.
- Bughin, J. and N. van Zeebroeck (2017), 6 Digital Strategies, and Why Some Work Better than Others, *Harvard Business Review*, July 2017.
- Bughin, J. and N. van Zeebroeck (2017), The best response to digital disruption, *MIT Sloan Management Review*, 58(4) (Summer 2017), Reprint #58479.
- Forman, C. and N. van Zeebroeck (2012), From wires to partners: how the Internet has fostered R&D collaborations within firms. *Management Science*, 58(8), 1549-1568.
- Mantrach, A., N. van Zeebroeck, P. Francq, M. Shimbo, H. Bersini and M. Saerens (2011), Semi-supervised Classification and Betweenness: Centrality Computation on Large, Sparse, Graphs, *Pattern Recognition*, 44(6), 1212-1224.
- van Zeebroeck, N., B. van Pottelsberghe de la Potterie and D. Guellec (2009), Claiming more: the increased voluminosity of patent applications and its determinants, *Research Policy*, 38(6), 1006-1020.

¹ Citations from Google Scholar as on 01/05/2024 (<https://scholar.google.com/citations?user=0CYkiicAAAAJ>)