

## Summary Curriculum Vitae

### ACADEMIC EXPERIENCE

- 2024-now**      **Full Professor (Professeur ordinaire) – Université libre de Bruxelles – SBS-EM (Brussels)**
- Teaching & research areas: Computer Science, Information Systems, Artificial Intelligence, Digital Business, Business & Digital Transformation, Strategy, Technology & Innovation Management, Technology & Sustainability
- 2011-2024**      **(Assistant) Professor – Université libre de Bruxelles – SBS-EM (Brussels)**
- 2009-2011**      **Postdoctoral Researcher (chargé de recherches) – FNRS (Brussels)**
- Lecturer at SBS-EM in Management Information Systems, Microeconomics, Economic analysis
- 2009**            **Visiting scholar – Strategic Management Group, Georgia Institute of Technology (Atlanta)**
- Funding from FNRS and ULB international scholarship grants
- 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

- 2025-now**      **Member of ‘Telecommunications’ Advisory Committee within Central Economic Council**
- 2022-2025**      **Senior Fellow, The Conference Board**
- 2020-2025**      **Member of Belgium’s High Council for Employment**
- 2019-now**      **Adjunct to Rector and President of ULB for IT, Digital and AI**
- Responsible for the IT, Digital and AI strategy of the University
  - Leading the digital transformation of the University and the AI masterplan
  - Orchestrating the IT-Business interface throughout the University
  - Pushing new digital-enabled operations and delivery models
  - Fully rebuilt the entire IT governance, operating model, architecture & infrastructure in 5 years
- 2016-now**      **Keynote lectures at conferences and events for industry and policy**
- 80+ talks on digital strategy, digital transformation, artificial intelligence and the future of work
- 2003-now**      **Advisor to industry and policy and media expert**
- 30+ advisory & training assignments for industry and policy, E.g. Accenture, ACTIRIS, Bain & Company, Beiersdorf, Befimmo, Brussels Region Government, Euroclear, Impulse.Brussels, Ladbrokes Belgium, McKinsey, Partena Professional, Procter & Gamble, SAP, Sodexo
  - 350+ media interviews on digital technology, digital business, digital economics and AI
- 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

- Director of TIMES<sup>2</sup> research center (since 2024)
- Founding member of FARI (ULB-VUB Institute for AI for the Common Good) (since 2020)
- Deputy Dean for management & research of SBS-EM (2018-2020)
- Academic Director of the master’s in business engineering and in innovation & strategic management (2011-2016)
- Head of EQUIS Re-Accreditation (2012-2013 and 2015-2016)
- Member of ULB-VUB Computing Centre Board and Users Board (2012-2015)
- Member of the IT Board of ULB (researchers’ delegate from 2006 to 2011)

## EDUCATION

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- 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)**  
- Double Major: Finance and Management Control  
- Exchange Programme at Darden Graduate School of Business (MBA) (Virginia, USA, 2000)  
- De Bary 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

## TEACHING AND RESEARCH AREAS

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- **Computer Science:**
  - Information systems
  - Artificial intelligence & data analytics
- **Digital business:**
  - Modeling and digitization of business processes
  - Digital business models, digital strategy, AI strategy
- **Business architecture and transformation**
  - Enterprise architecture, IT organization & operating models
  - Digital & AI transformation
- **Economics of digitization:**
  - ICT & AI adoption among firms and institutions
  - Business value of ICT & AI
- **Economics and management of innovation:**
  - Knowledge management and spillovers
  - Innovation and IP management

## SCHOLARLY ACCOMPLISHMENTS AT A GLANCE

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- 15 Research grants and applied research contracts
- 30+ Publications in academic journals, e.g. MIT Sloan Management Review, Harvard Business Review, Management Science, Research Policy, Journal of Economics & Management Strategy
- 3200+ Google Scholar Citations <sup>(1)</sup> – H-Index: 25 <sup>(2)</sup>
- 40+ Talks in international academic conferences and seminars

## SELECTED PUBLICATIONS

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- 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.
- 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).
- 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.

## BOOKS AUTHORED

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- van Zeebroeck, N. (2024). *L'économie numérique: Enjeux et ressorts d'une révolution*. Editions de l'ULB.
- Bersini, H., Francq, P., & van Zeebroeck, N. (2023). *Les fondements de l'informatique: du silicium au bitcoin*. De Boeck Supérieur.

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<sup>1</sup> Citations from Google Scholar as on 01/05/2026 (<https://scholar.google.com/citations?user=0CYkiicAAAAJ>)

<sup>2</sup> H-Index = 25 articles cited at least 25 times