

# Jeroen Struben

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[www.marketformationdynamics.org](http://www.marketformationdynamics.org)

## Education

- Massachusetts Institute of Technology, Sloan School of Management** Cambridge, USA  
2001-2006
- Ph.D in Management
  - Committee: Charles H. Fine, Ernest J. Moniz, John D. Sterman (Chair)
  - Essays on transition challenges for alternative propulsion vehicles and transportation systems
- Delft University of Technology, Faculty of Applied Physics** Delft, The Netherlands  
1990-1996
- Master of Science in Physics, Theoretical Physics Group

## Academic Appointments

- Emlyon Business School** Lyon, France  
2017 – present
- Associate Professor, Strategy and Organisation Department
  - Assistant Professor, Strategy and Organisation Department
- McGill University, Desautels Faculty of Management** Montréal, Canada  
2008 – 2016
- Assistant Professor, Strategy and Organization
- Massachusetts Institute of Technology, Sloan School of Management** Cambridge, USA  
2008 – present
- Research Affiliate
  - Post-Doctoral Fellow, System Dynamics Group
  - Co-Founder of research project “*MIT Project on Market Transitions for Low Carbon Transportation Systems*”

## Honours and Awards

### Research

- Research Fellowship, Emlyon Artificial Intelligence in Management Institute (2019-2020)
- Research Fellowship, Marcel Desautels Institute for Integrated Management (2013-2015)
- First Prize Oikos Global Case Writing Competition (2011)
- System Dynamics Society Dana Meadows Prize - Honorable Mention (2004, 2006)

### Teaching

- Distinguished Graduate Teaching Award, Desautels Faculty of Management (2011)

## Publications

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### Peer-Reviewed Articles

Struben, Jeroen (2020) “The Coronavirus Disease (COVID-19) Pandemic: Simulation-Based Assessment of Outbreak Responses and Post-Peak Strategies” *System Dynamics Review*, forthcoming. Preprint available at: medRxiv 2020.04.13.20063610; <https://doi.org/10.1101/2020.04.13.20063610>

Struben, Jeroen, Brandon Lee, and Chris Bingham (2020) “Collective Action Dynamics During Market Formation.” *Strategy Science*. Published online in Articles in Advance 04 Aug 2020 <https://doi.org/10.1287/stsc.2020.0105>

Keith, David, Jeroen Struben, and Sergey Naumov. (2020) “A generalized model of alternative fuel vehicle market transitions.” *Journal of Simulation*: 1-18.

Lee, Brandon, Jeroen Struben, and Chris Bingham. (2018) “Collective Action and Market Formation: An Integrative Framework”. *Strategic Management Journal*. **39** (1): 242–266.

Keith, David, John Sterman, and Jeroen Struben, (2017). “Supply constraints and waitlists in new product diffusion”. *System Dynamics Review*. **33**(3-4): 254-279.

Struben, Jeroen, Laurette Dubé and Derek Chan (2014). “Policy Insights from the Nutritional Food Market Transformation Model: The Case of Obesity Prevention Dynamics”. *Annals of the New York Academy of Sciences* **1331**: 57–75.

Dubé, Laurette, Srivardhini Jha, Aida Faber, Jeroen Struben, Ted London, Archisman Mohapatra, Nick Drager, Chris Lannon, P.K. Joshi, and John McDermott (2014) “Convergent innovation for sustainable economic growth and affordable universal healthcare: Innovating the way we innovate”. *Annals of the New York Academy of Sciences* **1331**: 119–141.

Garland, Jennifer, Ruthanne Huising, and Jeroen Struben (2013) “What if Technology Worked in Harmony with Nature: Imagining Climate Change through Prius Advertisements”. *Organization* **20**(5): 679-704.

Struben, Jeroen and John Sterman (2008) "Transition Challenges for Alternative Fuel Vehicle and Transportation Systems". *Environment and Planning B*. **35**(6) 1070-1097.

Otto, Peter and Jeroen Struben (2004) "Gloucester Fishery: Insights from a Group Modeling Intervention." *System Dynamics Review* **20**(4): 287-312.

Nazarov, Yuli and Jeroen Struben (1996) "Universal Excess Noise in Resonant Tunneling via Strongly Localized States". *Physical Review B* **53**(23): 15466-1546

### Book Chapters

Papachristos, George and Jeroen Struben (2019) “System Dynamics Methodology and Research: Opportunities for Transitions Research.” Ch 8 In: Moallemi E. and F. de Haan (Eds) *Modelling Transitions: Virtues, Vices, Visions of the Future* (1<sup>st</sup> ed., pp. 119-138), Routledge, Abingdon-on-Thames.

Struben, Jeroen, John Sterman, and David Keith (2015) “Parameter and Confidence Interval Estimation in Dynamic Models: Maximum Likelihood and Bootstrapping Methods” Ch 1 In:

Oliva R, N. Osgood, and H. Rahmandad (Eds) *Analytical Methods for Dynamic Modelers*, MIT Press, Cambridge MA.

Etzion, Dror and Jeroen Struben (2014) “Better Place: Shifting Paradigms in the Automotive Industry” In: Pirson, M., (Ed) *Case Studies in Social Entrepreneurship*, The Oikos Collection V4, (October 2014). Originally published as: Etzion, Dror and Jeroen Struben (2011) “Better Place: Shifting Paradigms in the Automotive Industry”. (Winner of the oikos Global Case Writing Competition.)

### **Manuscripts Under Review**

Struben, Jeroen, Derek Chan, and Laurette Dubé (2020) “Sustainability-Oriented Market Transformations: Healthy Food and Diet Across the Socioeconomic Spectrum”. (Under Review, *Academy of Management Review*)

### **Manuscripts in Preparation for Submission**

Kapmeier, Florian, Jeroen Struben. “Trust Dynamics During Coopetition”.

Atefeh Ramezankhani, Jeroen Struben, and Laurette Dubé. “Coupled Diffusion Dynamics in Markets Driving Social Change”.

### **Working Papers**

Struben, Jeroen and Jad Sassine. “From Audiences to Adopters: The Role of Social Influence in the Formation of a Stable Product Category”.

Keith David and Jeroen Struben. “From Excitement to Frustration: The Role of Consumer Waiting in New Product Launch”.

Keith David, Jad Sassine, and Jeroen Struben. “Within-Category Peer Effects in the Diffusion of Hybrid Electric Vehicles”.

Struben, Jeroen, Nii Addy, Atefeh Ramezankhani, and Laurette Dubé. “Coordinating Collective Action for Societal Change: The Québec en Forme Adhocracy”.

Keith, David, Jeroen Struben, and John Sterman. “Spatiotemporal diffusion dynamics: Hybrid-Electric Vehicle Adoption in the United States”. Struben, Jeroen. “Dynamics of Hybrid Product Categories and When do they Help (or Hurt) Incumbent Actors”.

Isaacs, Noah, Jeroen Struben, and Ruthanne Huising. “The Rich get Richer: The Unintended Consequences of the Major League Baseball Free Agent Compensation System”.

Struben, Jeroen. “Fragility in Strategic Acton Field Alignment: Market Formation for Alternative Fuel Vehicles”. Industry Studies Association Working Paper Series WP-2008-29: [http://isapapers.pitt.edu/113/1/2008-29\\_Struben.pdf](http://isapapers.pitt.edu/113/1/2008-29_Struben.pdf)

Struben, Jeroen and John Sterman. “Strategies for Transportation Electrification: Overcoming Thresholds and Overly Optimistic Forecasts”.

Struben, Jeroen "Identifying Challenges for Sustained Adoption of Alternative Fuel Vehicles and Infrastructure", 2008, MIT Sloan Research Paper No. 4625-06. SSRN: <http://ssrn.com/abstract=927012>.

## Conference Proceedings

Struben, J., D. Chan, and L. Dubé (2014) “Policy Insights from the Nutritional Food Market Transformation Model: The Case of Obesity Prevention” 31st International System Dynamics Conference (Delft, The Netherlands)

Struben, J., and J. Sassine (2014) “From Category Building to Industry Referent: Competition and Coevolution among Hybrid Electric Vehicles” 31st International System Dynamics Conference. (Delft, The Netherlands)

Struben J. and B. Lee (2013) “Collective Action in Markets: Toward a Theory of Market Emergence” Presentation in the Showcase Symposium “Entrepreneurial Action in Nascent Industries, by M. Tripsas, T. Zuzul, and V. Rindova, Academy of Management (AOM) Annual Meeting Proceedings (Orlando, FL, September 2013)

Struben, J., D. Chan, and L. Dubé (2011) “Nutritious Food Market Transformation: Analysis of Non-communicable Disease Dynamics and Prevention”. 29th International System Dynamics Conference. Cambridge, Maas

Struben, J, R. Huising, and Isaacs, N., (2011) “PLENARY: Inadvertent Inequality: The Unintended Consequences of the Major League Baseball Free Agent Compensation System”. 29th International System Dynamics Conference.

Keith D., J. Sterman, and J. Struben, (2011) “Understanding Innovation Diffusion in the Presence of Supply Constraints and Price Feedback: The Case of the Toyota Prius”. 29th International System Dynamics Conference

Struben, J and J Sterman (2011) “Strategies for Transportation Electrification: Overcoming Thresholds and Overly Optimistic Forecasts.” 29th International System Dynamics Conference

Struben, J and Gauvin, C (2011) “Language Evolution in Québec: Network effects and clustering.” 29th International System Dynamics Conference

## Research Reports

Building capacity for furthering the economic and social case for investment in chronic non-communicable disease prevention and health promotion - Healthy Living Market Transformation: Analysis of Non-communicable Disease Dynamics and Prevention. *Report to Public Health Agency Canada, RFSO#1000091602*, March 2011

Summary of Policy Insights from Alternative Fuel Vehicle Transition Analysis, *MIT Project on Market Transitions for Low Carbon Transportation*, Report 2, September 2010

## Published Management Flight Simulators

Struben, Jeroen. (March 2020) The December 2019 New Corona Virus (SARS-CoV-2) Outbreak: A Behavioral Infectious Disease Simulator  
[https://forio.com/app/jeroen\\_struben/corona-virus-covid19-seir-simulator/index.html#introduction.html](https://forio.com/app/jeroen_struben/corona-virus-covid19-seir-simulator/index.html#introduction.html)

Struben, Jeroen. (October 2014) Behavioural Infectious Disease Simulator: The 2014 Ebola Outbreak.

## **Research Grants**

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- 2014-2018: Fonds de recherche du Québec - Société et Culture (FRQSC), Team grant. \$436,000. Co-Applicant. Équipe de recherche interdisciplinaire sur la gestion de l'interface santé-affaires. Title: Comportement du consommateur et dynamique de production, distribution et compétition en alimentation: Équilibrer la santé, le plaisir, et les affaires à court et long Terme
- 2014-2018: Social Sciences and Humanities Research Council (SSHRC) Insight Grant. \$499,230. Co-Applicant. Paths of convergence for agriculture, health and wealth: Foundational work for a trans-disciplinary Whole-of-Society paradigm in food and nutrition context
- 2014-2017: Ministère de l'Agriculture, des Pêcheries et de l'Alimentaire du Québec, (MAPAQ), Innov'Action Agroalimentaire. \$150,000. Co-Applicant. A management flight simulator tool to improve economic performance of nutrition-sensitive food innovation and enabling policy environment
- 2014-2017: Social Sciences and Humanities Research Council (SSHRC) Team Grant. \$197,000. Co-Applicant. A Convergent Innovation Coalition for Sustainable Prosperity: Development Work for Agri-Food Systems
- 2014: McGill University, Internal Social Sciences and Humanities Development Grant, \$7000. PI. Market Formation Pathways: The Emergence and Shaping of the Hybrid Electric Vehicle Product Category
- 2012-2015: Fonds de recherche du Québec - Société et culture (FRQSC). \$39,600. Role: PI, Market Formation through Coevolution of Organizational Capabilities and the Social Context: Nutritious Food in Québec
- 2011-2012: McGill University, Internal Social Sciences and Humanities Development Grant, \$4000, PI, Alternative Fuel Vehicle Market Emergence: Examining the Coordination of Heterogeneous Contributions
- 2010-2011: PHAC Grant, \$75,000, PI, Healthy Living Market Transformation: Industry Self-Regulation Dynamics of Low Nutrition High Motivational Food - part of competitive standing offer of service from the Public Health Agency of Canada (# 4600000162)
- 2008-2009: Ford Motor Company, \$125,000, Co-PI, research on alternative fuel vehicles transitions
- 2006-2010: Shell Hydrogen, \$350,000, Co-PI, research on alternative fuel vehicles transition dynamics
- 2001- 2002: DuPont Presidential Fellow

## **Academic Paper Presentations**

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### **Organization of Academic Workshops**

- Sub-theme organizer “*Markets and (Re-) Valuations inside Sustainability Transformations*” European group for Organizational Studies (2014 EGOS Conference). Joint with Peter Karnøe (Allborg University, Denmark) and Liliana Doganova (Center for the Sociology of Innovation at Ecole des Mines in Paris, France)).

### **Invited Academic Seminars and Workshops**

- Keynote: Modeling and Strategizing for Ecologically and Economically Sustainable Mobility. Deutsche Gesellschaft für System Dynamic (DGSD) (Dessau, Germany, September 2017)
- PhD Seminar: Within-Category and Within-Brand Peer Effects in New Product Diffusion: Evidence from the California Market for Hybrid-Electric Vehicles. Deutsche Gesellschaft für System Dynamic (DGSD) (Dessau, Germany, September 2017)
- 12<sup>th</sup> Organisation Studies Workshop, “Food Organizing Matters: Paradoxes, Problems and Potentialities” (Chania, Crete, Greece, May 2017)
- Rijksuniversiteit Groningen, Faculty of Economics and Business (Groningen, The Netherlands, January 2017)
- emlyon business school, Strategy and Organisation Department (Écully, France, December 2015)
- Delft University of Technology, Policy Analysis Department (Delft, The Netherlands, September 2015)
- 2<sup>nd</sup> National Obesity Summit (Montreal, QC, May 2011)
- Northwestern University, The Transportation Center (Evanston, IL March 2011)
- Tongji University, School of Automotive Studies (Shanghai, China 2008)
- Copenhagen Business School (Copenhagen, Denmark 2008)
- MIT Sloan School of Management, Operations Management and System Dynamics seminar (Cambridge, MA 2004, 2007, 2008)
- Delft University of Technology, Policy Analysis Department (Delft, The Netherlands 2007)
- Santa Fe Institute/UM-complexity group “The Foundations of Robustness” (Ann Arbor, MI 2006)
- State University New York, Rockefeller College of Public Affairs and Policy (Albany, NY 2006)
- Academic workshop “Frontiers in Transportation: social and spatial interactions” (Amsterdam, The Netherlands 2007, 2005)
- Academic workshop “Computational and Mathematical Approaches to Societal Transitions”, Lorentz Center (Leiden, The Netherlands, 2007)

### **Refereed Academic Presentations and Workshops**

- The Vienna Conference on Strategy, Organizational Design, and Innovation (Vienna, 2019)
- Modeling Science, Technology, & Innovation Conference, National Science Foundation (Washington DC, 2016)
- Organization Science Winter Conference (Park City, UT 2015)
- EGOS 30th Colloquium (Rotterdam, The Netherlands 2014)
- Academy of Management (AOM) Annual Meeting: Presented in the Showcase Symposium on “Entrepreneurial Action in Nascent Industries (Orlando, FL, September 2013)
- 1st European Theory Development Workshop in Organizational Management Theory (Grenoble, France 2012; presenter and discussant)
- DRUID Industrial Dynamics Conference (Copenhagen, Denmark 2012)
- International System Dynamics 29th Conference (Washington DC, 2011, 5 presentations, including 1 plenary)
- EGOS 27th Colloquium (Göteborg, Sweden 2011)

- Academy of Management (AOM) Annual Meeting - OMT Junior Faculty Consortium (Montreal, 2010)
- EGOS 25th Colloquium (Barcelona, Spain 2009)
- Sumantra Ghoshal Conference – London Business School (London, UK, 2009)
- Energizing Markets Conference – Making and Breaking Regimes of Value (Copenhagen, Denmark 2008)
- DRUID Industrial Dynamics Conference (Copenhagen, Denmark 2008)
- Industry Studies Conference, Alfred P. Sloan Foundation (Boston, MA 2008, 2009)
- United States Association for Energy Economics (USAEE) 26th and 28th Conference (Ann Arbor, MI 2006; New Orleans, LA 2008)
- Academy of Management (AOM) Annual Meeting, (Philadelphia, PA 2007)
- International Conference on Complex Systems (Boston, MA 2004, 2006, 2007)
- The Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting, (Pittsburgh, PA 2006; Washington, DC 2008)
- International System Dynamics 22<sup>nd</sup> to 26<sup>th</sup>; 29<sup>th</sup>; 32<sup>nd</sup> Conference (Palermo, Italy 2003; New York City, NY 2004; Boston, MA 2005; Nijmegen, The Netherlands 2006; Boston, MA 2007; Boston, MA 2011; Delft The Netherlands 2014)
- System Dynamics Winter conference (Austin, TX 2006; 2009; Albuquerque, NM 2015)
- North American Association for Complex Social Systems and Organization (Pittsburgh, PA 2004)

## Academic Teaching Experience

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### Course Teaching - Current

Master level, Grande École Programme, Emlyon Business School

- “Systems Thinking and Sustainability”, PGE102 (2016-ongoing)

Executive level, Company-Inside Program, emlyon business school

- “Systems Thinking for Managers ”, PGSTCI (2017-ongoing)

### Course Teaching - Past

Undergraduate level (all McGill University, Desautels Faculty of Management)

- “Managing Innovation”, MGPO 460 (2013-2016 )
- “Systems Thinking and Sustainability”, MSUS 402 (2015-2016)
- “Technology and Innovation for Sustainability”, INSY455, Co-taught with Prof. Emma Vaast (2015-2016)
- “Systems Thinking for Strategy and Sustainability”, MGPO 434 (2013-2014)
- “International Business”, MGCR 382, core course (2010-2012)
- “Simulation of Management Systems”, MGSC 578 (2009-2013)
- “Operations Management”, MGCR 472, core course (2008)

Masters level

- “Advanced Topics in Strategic Management”, MGPO 692, Desautels Faculty of Management (2015)
- “Simulation of Management Systems”, Desautels Faculty of Management MGSC 578 (2009-2013)

- Guests lecturer and content leader, Advanced Topics in Marketing 1, MRKT 690, Desautels Faculty of Management (May 2011, 2012)
- Guest panelist, Advanced Topics in Marketing 1, MRKT 690, Desautels Faculty of Management (June 2010)
- Module instructor: “Tools for solving complex business problems”, module in management seminar for MBAs from Universidad Gabriela Mistral in Santiago, Chile, at MIT Sloan School of Management (2007)
- MBA Dynamic Systems Guest lecturer, 50 students, Ross School of Business, University of Michigan (2007)
- Module instructor: “Decision making and learning in complex environments”, module in Executive MBA Course “Leading the Innovative Enterprise”, Sloan School of Management (2005)

#### Executive teaching

- International Masters in Practicing Management (IMPM), Analytical Mindset Session (September 2012; January 2014)
- International Masters for Health Leadership (IMHL), Analytical Mindset Session (June 2012)
- Facilitation of Participative Research Workshop: “Strategy for Transitions to Alternative Fuel Vehicles”, two day research workshop for executives in automotive and energy industry and policy (2007, 2008, 2009)

#### Academic Training

- “Introduction to System Dynamics for Academics”, two-day workshop, Ryerson University (2013)

#### Other courses taught

- Workshop open to MIT faculty and students: “Introduction to System Dynamics”, five day workshop, Sloan School of Management, (2002)
- Course Teaching assistant: “Applications of System Dynamics”, MBA Course, 20 students, Sloan School of Management (2003, 2004)
- Teaching assistant: “System Dynamics for Business Policy”, MBA, 220 students, Sloan School of Management (2003)

#### New Course Design

##### Undergraduate/ master level

- “Systems Thinking and Sustainability, master level (2017; Emlyon Business school)
- “Technology and Innovation for Sustainability, undergraduate level (Co-developed and Co-taught with Prof. Emma Vaast, 2015)
- “Simulation of Management Systems”, MBA, (MGSC 578, 2009)
- Management flight simulator designer and developer: “Industry Learning”, MBA Strategy course, w/ Daniel T. Byrd, Stanford Graduate School of Business and MIT Sloan School of Management (2005)
- Module designer: “Introduction to System Dynamics”, MIT Zaragoza logistics program, w/ Jim Hines, MIT Sloan School of Management (2005)

#### PhD level

- “From Research Question to Dynamic Computational Model”, five-day course as part of the European cross-department faculty, McGill University (2013)

#### Executive Training

- Executive Participative Research Workshop: “Strategy for Transitions to Alternative Fuel Vehicles”, research workshops for executives in automotive and energy industry and public policy (2007, 2008, 2009)
- “Systems Thinking for Managers (2018; Emlyon Business school)

#### Academic Workshops

- “Introduction to System Dynamics for Academics”, two-day workshop targeted to cross-department faculty, McGill University (2013)
- “Introduction to System Dynamics”, five-day workshop targeted to cross-department faculty and students, Sloan School of Management (2002)

#### Student Supervision

- PhD student supervision:
  - Cristian Trejos Taborda (Emlyon Business School, ongoing)
  - Atefeh Ramezankhani (McGill University, ongoing),
  - Derek Chan (PhD McGill University, 2017)
  - David Keith (PhD MIT 2012),
  - Karin Strzeletz-Ivertsen (PhD CBS 2014)
- MsC thesis supervision: Derek Supple (MsC MIT 2008), Qi Zhang (MsC MIT 2009)

### **Professional Service and Development Activities**

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#### University Service

- McGill University, Sustainability Project Funds Working Group (SPF WG) Member (2015-2016)
- Desautels Faculty of Management, PhD Program Committee (2014-2016)
- Desautels Faculty of Management, Centre for Strategy Studies in Organizations (CSSO) Committee (2010-2016)
- McGill Centre for Convergence of Health and Economics (MCCHE), Key Member (2013-ongoing)

#### Community Service

- En-Roads facilitator <https://www.climateinteractive.org/tools/en-roads/featured-facilitators/>.
- Senior Advisor Board Member Dynamundo, Advising Dynamundo Executive team (2017-Ongoing)

- Presentation at the Ingénieurs sans frontières Global Engineering conference (Montreal, May 2013)

### **Professional Development Workshops**

- Liber Ero Workshop in Science Communication and Policy Engagement, School of Environment, (Two-day workshop, September 2013)
- Art & Craft of Discussion Leadership Part I, by Harvard Bus Publishing (2011)

### **Ad-hoc Reviewing**

- Administrative Science Quarterly, Organization Science, Management Science, Journal of Management Inquiry, Journal of Management Studies, Industrial & Labour Relations Review, European Journal of Transportation and Infrastructure Research, Journal of Economic Behavior & Organization, System Dynamics Review, Academy of Management Conference, International System Dynamics Conference, Journal of Production and Operations Management, Transportation Research.

### **Professional Associations and Organizations Memberships**

- Academy of Management (AOM); American Sociological Association (ASA); System Dynamics Society (SDS); European Group for Organizational Studies (EGOS); Affiliate Member; Danish Research Unit for Industrial Dynamics (DRUID) Society; The American Association for the Advancement of Science (AAAS); New England Complex Systems Institute (NECSI).

### **Research Related Outreach**

#### Media Articles

- Struben J; and B. Lee (June 2019). When innovation isn't enough: How collective action problems can block market formation. The Conversation. <https://theconversation.com/when-innovation-isnt-enough-how-collective-action-problems-can-block-market-formation-119222> (French version: Struben J; and B. Lee (September 2019). Pourquoi certaines innovations très prometteuses ne se diffusent jamais <https://theconversation.com/pourquoi-certaines-innovations-tres-prometteuses-ne-se-diffusent-jamais-122981>)

#### News Release, and Media Coverage on Academic Research

- Interview with Rosanna Tamburi (Globe and Mail) about insights from nutritious market formation paper (November 2014) <http://www.theglobeandmail.com/report-on-business/careers/business-education/why-efforts-against-obesity-arent-working/article18986914/>
- Press Release (June 2014): <http://www.mcgill.ca/desautels/channels/news/silver-bullet-solutions-are-not-answer-tackling-obesity-235142>
- Video interview McGill at Work / au travail. "PA-2E Transport: Canada's largest emission sector"/ "PA-2F Transport: le secteur d'émission le plus important" <https://www.facebook.com/mcgillatwork> (2013)
- Alternative fuel vehicle transitions <http://web.mit.edu/newsoffice/2007/alt-fuel-0530.html>, MIT (2007)

- Written news reports: various, including in the New Scientist, Science Daily, Boston Globe (multiple times), MIT Tech Talk Newspaper, MIT Energy Initiative, and in diverse science and environment interest websites (2007-2008)
- Radio and pod-casts: Radio Austria, Earth & Sky (2007)
- Coverage: Stauffer, Nancy (2007), “Alternative Fuel Vehicles: Enabling the Transition”, *Energy and Environment Newsletter*, MIT Laboratory for Energy and Environment, p8-10, Cambridge, MA

#### Invited Practitioner Workshops, Presentations, and Panels

- Radboud Summer School: Sustainability Science: A System Dynamics Perspective. Guest Lecturer (Nijmegen The Netherlands 2019)
- Creative marathon session, “Dynamics of Self-Sustaining Adoption of Sustainable Practices: The Role of Social Influence”, Faculty of Law, McGill University (Montreal, 2016)
- Panelist at the Enactus Sustainability Conference (Montral, 2015)
- U.S. Department of Energy (DOE) “EV Everywhere Grand Challenge Consumer Acceptance and Charging”, U.S. Electric Drive Vehicle Leaders Workshop (Los Angeles, CA, 2012)
- Transportation Transitions Biofuels and Electrification Workshop, US DOE (Washington DC, 2010);
- Detoxifying Our Economy: Business and Green Chemistry Workshop, Desautels Faculty of Management (Montréal, 2010)
- Industry Consortium Meeting on Advanced Electronic Automotive Systems (Shanghai, China 2008)
- Ford Motor Company, Executive Meeting MIT-Ford Alliance (Cambridge, MA 2007, 2008)
- Energy collaborative – improving energy models (ECAI) (Washington DC, 2007)
- International Energy Agency (IEA) “Building the Hydrogen Economy” (Detroit, MI 2007)
- DOE “Hydrogen Fuel Cell Vehicles and Infrastructure Scenario Analysis”(Washington DC, 2006/07)
- National Renewable Energy Laboratory (NREL) (Golden, CO 2004, 2005)
- Laboratory For Energy and the Environment (LFEE), MIT (Cambridge, MA 2005)
- General Motors (Detroit, MI 2006), Plugpower (Albany, NY 2006), Shell Hydrogen (Houston, TX 2005, 2007)

#### **Other Professional experience**

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Accenture, Amsterdam, The Netherlands

- Management Consultant (1997-2001)

#### **Language proficiencies**

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|-------------------------------------|---------------------------------|
| • Native                            | Dutch                           |
| • Full professional proficiency     | English                         |
| • Effective operational proficiency | French                          |
| • Elementary proficiency            | German                          |
| • Basic Reading knowledge           | Norwegian, Latin, Ancient Greek |

## **Citizenship Status**

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- Dutch Nationality
- Canadian Permanent Resident