



NETTELBOSSJE 2

ALUMNI MAGAZINE STRATEGIC INNOVATION MANAGEMENT

Editorial for: S5-Q3: April 2018

Dear all,
this edition of Nettelbosje 2 – S5-Q3 – has the stories of Tom Berger and Marije Bakker. Both of them completed the SIM master a while ago, and have in the mean time gained quite a lot of working experience. Through their previous work experiences, they were able to find a job that seems to fit them well. I hope you enjoy reading their story!

Personally, I look back positively on organizing an interesting conference on [Digital Business Models](#). We gathered a multidisciplinary team (strategy, innovation, IS/IT, marketing, logistics) of about 40 researchers, and 5 practioners, and invited them to Groningen. In 2 days, we worked in 6 separate digital business themes, and we hope to ultimately publish 6 papers in a special issue. It was very interesting to work - under severe time pressure - with people that you would normally not meet at conferences.

The academic year is getting to an end. The semester 2.2 has just started, and we are looking forward to the upcoming academic year. Being the director of the MSc BA, I look forward to the start of the Health Master. Let's see if this track can develop into an attractive master track, and deliver the highly needed health professionals. In terms of colleagues, we will also experience some changes. Recently, Dries Faems has - after a period of 7 years at our university - announced that he will move to WHU in Koblenz in August. We will definitely miss him. Luckily, we have hired a new colleague, [Philip Steinberg](#), who is an expert in corporate innovation strategies.

That's all. I hope you have experienced a nice [King's Day](#). For those living abroad, please find a short [video](#) with the highlights of the king's visit to Groningen.

Thijs