



- **SNF AS – Center for Applied Research at NHH**
  - Research Director  
“Innovation, Strategy and Marketing” 01.08.2008 – 31.07.2025
  - Research Associate 01.02.1999 – 01.08.2008
  
- **Stockholm School of Economics**  
Center for Wellbeing, Welfare and Happiness
  - Guest Professor / Affiliated Professor 01.05.2024 ->
  
- **The National Research School in Business Economics and Administration**
  - Director 01.01.2012 – 01.10.2013

## BOARD MEMBERSHIPS

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- **SNF AS – Center for Applied Research at NHH**
  - Chairman 01.08. 2017- 30.06.2025
  
- **AFF – Stiftelsen Administrativt Forskningsfond v/NHH**
  - Chairman 31.01.2025 - 26.06.2025
  - Board Member 01.08.2023 - 31.01.2025
  
- **Norwegian Consumer Council (Forbrukerrådet)**
  - Board Member 07.09.2022 - 31.07.2025
  
- **VIS – Vestlandets Innovasjonsselskap**
  - Board Member 01.08.2023 - 29.04.2025  
15.12.2016 - 19.04.2022
  
- **EASE LIVE Holding**  
*Media-tech*
  - Board member 01.04.2021 ->
  
- **FoodCapture AS**  
*Med-tech start-up, Oslo*
  - Chairman 01.06.2022 - 30.06.2025
  
- **Colonialen AS**
  - Board Member 01.01.2018 – 19.08.2025

- **Brand Cognition AS**  
*Management Consulting, Oslo*
    - Chairman and Partner 01.06.2003-01.06.2025
  
  - **SNF Foundation**  
*Stiftelsen for Samfunns- og Næringslivsforskning*
    - Chairman 03.09.2015-30.06.2021
  
  - **SIXTY AS**  
*Tech/media company, Bergen*
    - Chairman 01.08.2002-08.10.2020
  
  - **Media City Bergen AS**
    - Board Member 15.04.2015-01.01.2017
  
  - **Proaktiv Gruppen AS**
    - Board Member 01.02.2015-01.01.2022
  
  - **Kamikaze Media AS**  
*Design/Web Agency, Bergen*
    - Board Member 01.01.2008-15.10.2012
  
  - **Studia AS**  
*University Bookstores, Bergen*
    - Board Member 01.06. 2007-01.06.2009
  
  - **Turboproduksjoner AS**  
*Production Company, Performing Arts/Theater*
    - Chairman 01.03.2003-31.12.2006
  
  - **Det Akademiske Kvarter / Studentkulturhuset i Bergen AS**  
*Student Culture House, Bergen*
    - Chairman 01.01.1997 –01.01.1998
-

▪ **INTERNATIONAL JOURNAL ARTICLES**

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- Nysveen, H., Pedersen, P.E. and Thorbjørnsen H. (2012). "Samskaping og Innovasjon", *Magma, No.3, Fagbokforlaget, Bergen.*
- Nysveen, H., Pedersen, P.E., Skard, S. and Thorbjørnsen H. (2012), "Innovasjon i Merkeopplevelsen", *Magma, No.3, Fagbokforlaget, Bergen.*
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