

An aerial night view of the San Francisco skyline, featuring the Transamerica Pyramid on the left and numerous illuminated skyscrapers. The image is split vertically, with the left half showing a darker, more distant view and the right half showing a closer, more detailed view of the city lights.

Workmission City of Enschede Silicon Valley

October 31st - November 7th 2015

**How industry, university and
government can collaborate to
stimulate an innovative ecosystem**

**Program & information about
participants and organizations**

Overall program overview

| Monday | | Tuesday | | Wednesday | | Thursday | | Friday | |
|----------------|---|--------------------------------------|--|----------------|---|----------------|--|------------|---------------------------------------|
| 8:30 10:00 | Introduction in the Silicon Valley ecosystem - Joint Venture Silicon Valley Network <i>Rachel Massaro, Larry Carr and Steve Raney</i> | 09:00 10:30 | Group 1 - Jaunt <i>Arthur van Hoff</i> ----- Group 3 - Stanford D.School <i>Bill Burnett</i> | 8:30 10:00 | Group 1 - Blueprints for a SAAS sales organization <i>Jacco van der Kooij</i> | 8:30 10:00 | D.Forum SAP <i>Alex Scully and Laura Pickel</i> | Till 11:00 | Free time |
| 10:15 11:45 | Sand Hill Angels <i>Frank Willemsen</i> | 10:30 12:00 | Group 2 - City of Palo Alto | 09:00 10:30 | Group 2 - Twill Tech <i>Chris Tacklind</i> | 10:45 12:30 | Intuitive Surgical <i>Vincent Duindam a.o.</i> | 11:30 | Departure to airport |
| | | 11:15 12:45 11:15 12:00 | Group 1 - Google <i>Wouter Vink</i> ----- Group 3 - Nissan Research Center <i>Maarten Sierhuis</i> | 10:45 11:30 | Group 1 - Stanford Start X Accelerator <i>Henri Deshays</i> | | | 14:45 | Flight to Amsterdam (standard) |
| | | | | 11:00 12:00 | Group 2 - Free Space <i>Mike Zuckerman</i> | | | | |
| | Lunch | 12:30 13:30 | Working Lunch | | Group 3 - Berkeley | | Lunch | | |
| 13:00 14:00 | Group 2 - Burning Man <i>Heather White a.o.</i> | 14:30 16:30 | Institute for the Future <i>Alex Goldman</i> | | Lunch | 14:00 14:30 | Tech Shop San Francisco | | |
| 14:00 15:30 | Group 1 - APIGEE <i>John Rethans</i> | 17:00 18:00 | Reflection session | 13:00 17:00 | Cisco <i>José van Dijk a.o.</i> | 15:30 17:30 | Consulate General of the Netherlands <i>Hugo von Meijenfeldt</i> | | |
| 17:00 18:00 | City of Palo Alto | | | 17:00 18:00 | Reflection session | 17:30 18:30 | Reflection session | | |

Participants (19p) - in alphabetical order company name

City of Enschede - www.enschede.nl

Enschede is a vibrant city with a central position in the heart of the eastern Netherlands and is twinned with Palo Alto in Silicon Valley. The town has about 159.000 inhabitants, a quarter of the population of the Twente region.

Enschede and enterprise have gone together since way back, from the development of the textile industry to today's intensive knowledge based industry. Enschede is a good place for entrepreneurs to set up a business. There are shared business premises for start-ups and small enterprises and also a broad range of business sites in various industrial zones for large companies. All kinds of facilities are available for innovative business development at the Business & Science Park, Technology Base Twente and the Kennispark Twente (Twente Knowledge Park). Roombeek is the site of innovative developments in living and working, where companies specializing mainly in creative and service activities come together at the interfaces between media, technology, art and information.

An entrepreneurial spirit, combined with the academic knowledge at the nearby Twente University, enables knowledge-intensive industry to flourish under the best possible conditions.

Enschede is a real student town, a fact further underlined by the presence of the Saxion University of Applied Sciences and the ArtEZ Institute of the Arts. The town is also home to the International Institute for Geo-Information Science and Earth Observation (ITC), one of the most

important international educational institutes in this field. All of these institutions attract students from the four corners of the world, making Enschede a colourful, multicultural town.

If you talk about industry nowadays, accessibility is vital. Enschede has an outstanding infrastructure, with the A1/A35 motorways, the various access roads to the town and the Twente canal .

Please visit <http://cityofenschede.com/> or [enschede.nl](http://www.enschede.nl) to learn more of the city of Enschede.

Onno van Veldhuizen

Mayor - City of Enschede



EDUCATION

- Master of Laws of Leiden University (The Netherlands)
- Ph.D. at the University of Osnabrück (Germany)

POLITICAL AFFILIATION

- Member of D66 (Social Liberal party); party vice-president until 2004

PROFESSIONAL EXPERIENCE

- 1988 – 1989 Lawyer at Loeff Claey Verbeke, Paris, France
- 1991 – 1995 Lawyer at Loeff Claey Verbeke, Rotterdam
- 1995 – 1997 Company Lawyer and member of the Management Team of Royal Gist Brocades (current DSM), Delft
- 1997 – 1999 Director of Omni Finance & Investment Group, The Hague and London
- 1999 – 2003 Mayor of Nieuwkoop (The Netherlands)
- 2003 – 2015 Mayor of Hoorn (Province of North-Holland, The Netherlands)
- 2015 - Mayor of Enschede (The Netherlands)

LANGUAGES

- Dutch (mother tongue), English, French, German

OTHER CURRENT POSITIONS

- Head of the Netherlands delegation to the Congress of Local and Regional Authorities of the Council of Europe, member of the Institutional Committee.
- President and vice-president of several regional boards for intermunicipal co-operation in the fields of health, safety, police and administration.

- Vice-President of the European Affairs Committee of the VNG (Association of Netherlands Municipalities)
- President of the Netherlands section of UNESCO

PERSONAL DATA

- Born on October 26, 1962; married, father of two children

Patrick Welman

Alderman - City of Enschede



Patrick Welman (1967) is an alderman of Economy & Work for the Christian Democratic party (CDA) within the city of Enschede (158,000 inhabitants).

As an alderman, he is, together with many interested parties in Enschede and within its region, working to develop initiatives that support a strong (eu)regional economy by creating opportunities and potential for innovative start-ups and/or international companies. His goal is an economically strong region!

His portfolio concerns economic development and labor market policy, re-integration and participation. In addition, he is Chairman of the 'Werkkamer' (Working Chamber), and the Regional Portfolio Consultation Labor Market. He is also an active member of several regional and provincial platforms and commissions.

After graduating in Public Administration at the Erasmus University of Rotterdam, Patrick Welman started working as a manager and senior advisor in various fields, such as the trade industry, education and regional government. Prior to his aldermanship, he was the municipal councilor in the city of Enschede for a period of ten years.

Dayenne Smolders

Sr. Management Consultant - City of Enschede

Dayenne Smolders is senior manager international affairs of the city of Enschede.



She advises local authorities on which initiatives can and will have an impact on international and economic programs. Main objective is to enhance the economic strategic position of the city in the region, in the Netherlands and abroad.

Priorities in her work are the International School and the strengthening of the economic and cultural ties between Enschede and her sister cities Palo Alto in Silicon Valley en Dalian in China. By connecting people, scientific institutes & entrepreneurs, ideas & possibilities, she stimulates the social and economic necessity of working together.

‘Communication is key in setting up regional- and international networks and cannot do without’, she emphasizes in her work.

Big goal of the work of the economic team in which she participates is to make Enschede attractive for start-ups, new and established organizations who wants to operate in a green and healthy environment with Universities and their knowledge as next-door-neighbor.

Prior to this position, Dayenne worked for the city as senior manager in the departments of Communications and Culture.

Before joining the workforce of Enschede in 2005, she was head of the communication department at companies in public transport, urban housing & planning and security service, including the Amsterdam Fire Department. From 2000 until 2004 she was a member of the committee Cooperation Management of the European project Sureuro (Sustainable Refurbishment Europe). Dayenne holds a master degree in Psychology.

Mike Holsheimer

Accountmanager - City of Enschede



After a wordtrip of 1,5 years, I successfully finished the NHTV in Breda, a centre for higher education and expertise in the fields of games and media, hotel and facility, urban development, logistics, mobility and tourism. First job was as a commercial buyer of wintersports accommodations in Austria for TUI. Following (commercial) jobs were for international operating companies as the ING Bank and Randstad. At the moment I work for the local government of the City of Enschede. Focus is to help local entrepreneurs and companies to develop and grow as much as possible in order to create more jobs and wealth in the region. Major projects are the redevelopment of the former local air force base and our strategy on HTSM throughout the region of Twente.

University of Twente - www.utwente.nl

The University of Twente is a young and enterprising university that prepares young people for the future. We accomplish this through innovative, attractive and future-focused education and through fulfilling a global function in technological and social research.

The University of Twente is where talent can best realize its full potential. Students and staff are the key. Together, 3,300 scientists and professionals carry out ground-breaking research, bring about socially relevant innovation, and provide inspiring teaching for more than 9,000 students. To us, entrepreneurship comes as second nature. The campus is home to around 100 businesses, including student-run businesses. The University of Twente has also generated more than 700 successful spin-off companies. The university's business park, Kennispark Twente, encourages and assists entrepreneurs to start new companies. But there's so much more than that happening on our wonderful, green campus. Our sports and cultural facilities are unique and we host events such as the world's largest student think tank, Create Tomorrow. Another legend of the Twente campus is the Netherlands' largest student sports event, the Batavieren Race. Please visit the [Youtube page](#) of the University of Twente to gain more insight in this university.

Victor van der Chijs

President - University of Twente

Victor van der Chijs (1960) studied Law in Amsterdam and completed postgraduate education at the Amsterdam School of International Relations and INSEAD. Van der Chijs worked at ING, lastly as Vice President Structured and Project Finance in Hong Kong. In 1998 he



started at Schiphol Group, first as Director of Public Affairs, while in later years he became responsible for Schiphol's activities in the USA. In 2003 he took on responsibility for all of Schiphol's international activities. A year later he was asked by Rem Koolhaas to take on the management of OMA, wherein recent years Van der Chijs was able to manage the structure, processes and culture of OMA in such a way that he allowed room for the professionalism of the architects, resulting in a newly focused organisation. This development has contributed to OMA's leading position as a world-class, creative enterprise.

Since October 1, 2013 he is the President of the Executive Board of the University of Twente, the highest managing body of this university. The University of Twente is a technical university that offers research and degree programs in engineering and in the social and behavioral sciences. In keeping with its entrepreneurial spirit, the university is committed to making economic and social contribution to society. Van der Chijs is currently re-evaluating strategy of the university under the flag of Vision 2020. Together with students, staff, alumni and external associates of the University of Twente, he is working on a more focused strategy for the future, with the aim of finding solutions for major social issues.

Further Victor van der Chijs was chairman of the Topteam Creative Industry in the Netherlands, one of the nine top sectors that the Dutch government has set up to strengthen the Dutch economy. In addition he is a member of the Supervisory Board of Kennisland, which designs and realises interventions to strengthen the knowledge society. Van der Chijs can rely on a strong and extensive network, both on a national and an international level.

Ron Mazier

Director of Strategy - University of Twente

Ron Mazier is Director of Strategy at University of Twente. He started his professional career in 1991 at a strategy boutique (KWW). In 1997 this firm merged with Deloitte where Ron continued his career becoming a director in 2007. His focus has been on the energy and utilities industry. Since 2006 he was responsible for Deloitte's Strategy Practice in the Netherlands. In 2009 he left Deloitte and joined University of Twente as Director of Strategy, principal advisor of the executive board regarding corporate strategy and policy on education and research.



Miriam Iliohan

Project Manager DesignLab - University of Twente

Miriam was born in the Netherlands, raised in Western New York for 15 years, and studied at an international school in Switzerland before moving to the Netherlands. She has held different management positions in projects, hospitality, sales and marketing and has a natural talent to personally connect people and products or services.



Well informed about the about divers cultures and knowing how particular groups experience products and services, gives her a foundation and drive to focus on corporate targets from various target groups point of view.

In addition, as Miriam is an enthusiastic person and knowing how to motivate people she is also facilitator for international projects.

DesignLab is a multidisciplinary and creative environment for design research and design education at the University of Twente. A laboratory in the literal sense of the word: a workshop where researchers, students and external partners from various disciplines come together to work on innovation projects that connect recent scientific insights with actual societal challenges.

Our research approach can be summarized as SCIENCE2DESIGN4SOCIETY: designing is developing creative connections between science and society. This approach is closely linked to the identity of the University of Twente, which focuses on creating connections between science, technology, and society: high tech, human touch. Moreover, most of the educational programs at the University of Twente, both in technology and in the social sciences, have a design orientation. The DesignLab, therefore, is a creative infrastructure for multidisciplinary team research where the profile of the University of Twente can flourish and be developed further.

Kennispark Twente - www.kennispark.nl

The Foundation Kennispark Twente's mission is to further develop an innovative entrepreneur's climate in the region of Twente. We do that by investing in three productlines.

- 1.Support and support systems for innovative startups: from coaching programs and events, to financing
- 2.Industrial innovation: joint innovation projects between SMEs, local industries and universities
- 3.Attractive Business Climate: create the right environment for innovative businesses and attract new businesses for Twente

The foundation is a joint initiative of the University of Twente, the City of Enschede, the Region of Twente, the Province of Overijssel and the Saxion University of Applied Sciences. Through Kennispark Twente they share the economic development goal of creating 10.000 new jobs for the region.

Wilbert Pontenagel

Program Manager - Kennispark Twente

As a senior program manager of the University of Twente, Pontenagel's main interest is in Collaboration and Collective Learning in the regional innovation ecosystem. Building on a life-long professional career in innovation and innovation management, he pursuits strategic options for Kennispark Twente to accelerate innovation. Current



projects focus on growing impact and game-changing roles of students and entrepreneurial talent.

Previously, Pontenagel was managing director of the research Institute for Biomedical Technology at the University of Twente. Apart from organizing and financing multi-disciplinary research projects and open-innovation programs with (regional) SME's, he was in charge of the institute's program for the valorization of research results. He was involved in licensing deals and the creation and coaching of several start-up companies.

Before that, Pontenagel was R&D director of a subsidiary of Royal DSM, a petrochemical multinational from The Netherlands, where he was in charge of the development of plastic compounds for automotive and electrotechnical businesses.

Pontenagel holds an M.Sc. in Chemistry from the University of Utrecht and a Ph.D. in Chemistry and Physical Sciences from the same university.

Better.be B.V. - www.betterbe.com

Transforming Customer Centric Automotive Leasing Worldwide.

Better.be is a privately owned Dutch internet technology company founded in 1999. Our passion is to develop top technology for the Automotive Leasing industry. Better.be transforms corporate leasing into an agile, efficient and customer centric business. We work for companies such as LeasePlan and Arval in multiple countries.

Better.be: The API to create next generation leasing services.

Geatse Meester

Co-Founder & CEO - *Better.be B.V.*

Geatse Meester received a PhD in logistics at Twente University. After years of management consulting at PriceWaterhouse he co-founded Better.be in the middle of the internet bubble, in 1999.



From the believe that Internet should change everything, Better.be started deliver internet technology to improve existing businesses. In 2008 the company transformed to a Modern API company. The API is currently used by the corporate international Automotive Leasing industry. The API transforms their business to a modern customer centric way of working.

Nowadays Geatse takes the lead in expanding and scaling Better.be's business worldwide.

Marc Maurer

Development Manager & Architect - Better.be B.V.



Marc Maurer received his MSc. in the field of Computer Science from the Twente University. At Better.be Marc is the architect of the Better.be LeaseServices (BLS). The BLS is a SaaS service providing configuration and calculation API for use within the automotive (lease) market. The system is handling the most complex lease configurations and calculations for various industry leaders around the world.

Marc has also been an active Open Source developer. One of the highlights was working together with the One Laptop per Child organisation on the '\$100 laptop'. The One Laptop Per Child's mission is to empower the world's poorest children through education. To reach this goal the well known \$100 laptop was created.

Demcon Advanced Mechatronics BV - www.demcon.nl

DEMCON researches, develops and produces high-tech systems and products for our focus areas of high-tech systems and medical devices. Due to our production capabilities, DEMCON can differentiate our self from other suppliers. Our clients receive not only a blueprint but also a working product or system.

DEMCON is a high-end supplier of technologies for the high-tech systems and medical devices markets. Within these markets, our focus is primarily on development and production. For the medical business unit DEMCON develops and realises medical devices for diagnosis, therapy, care and self-care.

DEMCON is highly proficient at applying, technical skills and high level of expertise in order to come up with surprising solutions to complex problems. The knowledge gained in one market enables us to look at problems in other markets in an open and creative manner.

DEMCON was founded in 1993 and is a high-tech company with 200 employees at five locations.

Michiel Jannink

*Business Unit Manager medical systems -
Demcon Advanced Mechatronics BV*

Dr. Michiel Jannink is the Business Unit Manager of the Medical Devices department of DEMCON advanced mechatronics. In this capacity he is overall responsible regarding all medical related activities within the DEMCON holding. He is closely involved in the commercialization of the OEM ventilation module of Macawi Medical Systems B.V.



Michiel Jannink studied Human Movement Sciences at the University of Groningen and epidemiology at the Free University of Amsterdam. After completing his studies in 1998 he started a PhD research project, within Roessingh R&D in Enschede, on the usability of rehabilitation technology. This research was conducted in collaboration with the Free University of Amsterdam. After the successful completion of his PhD in 2004, he remained at the Roessingh as Research and Development Manager of the, to be established by him, research cluster 'Restoration of bodily functions'. His work included the definition of new lines of research and corresponding projects, to compose, extend and manage the research and development team, and the building of strategic partnerships.

Besides this function, he concluded in 2007 the Young Executives Program Compact in 2007 organized by "De Baak". In order to further intensify collaboration with the Department of Biomedical Engineering at the University of Twente, he got a part-time job as Assistant Professor with that department in 2008.

In 2009 he moved to Oost NV where he served as sr. Project Manager, he was engaged in the promotion of economic activities in the field of medical technology in the eastern Netherlands. To get closer involved in the actual development of new technology, he switched from Oost NV to DEMCON advanced mechatronics at the end of 2010. In 2010 he joined DEMCON as sr. Project manager for several medical development projects. Since 2012 he is Business Unit Manager and responsible for all matters relating to medical oriented projects within the DEMCON holding. He is responsible for the acquisition of new projects, building long-term client relationships, and the composing of the policy and strategy in the field of medical technology of all components within the holding.

Forth Worth BV - www.forthworth.nl

- Bellagio: brand for outdoor furniture
- Fort Worth: consulting & investing in sustainable companies
- Bridging Cultures: consulting & investing in Western companies entering Asian markets and vice versa

Arne Schouwink

Director - Fort Worth BV

Started professional career at Hartman Groep BV, worked there for 10 years of which 3 years as Board member. CEO and Founder of Bellagio BV for 10 years now. Furthermore CEO and co-Founder of Fort Worth bv and Bridging Cultures bv. Fort Worth focuses on consulting and participating in sustainable companies. Bridging Cultures plays a very active role in opening Western markets for Asian companies and vice versa.



Innovadis bv - www.innovadis.com

Innovadis develops complex internet solutions like b2b e-commerce platforms, portals and Internet of Things. USP's are innovation, integration and user-interaction. Innovadis is over 20 years in business.

Jurgen van Kreijl

CEO - Innovadis bv

Jurgen is owner and CEO of Innovadis.

He joined Innovadis in 2004 as an external consultant after he sold his share his previous company. At Innovadis he fell in love with the customers and the projects. He participated in Innovadis and eventually extended his share to 100%.

Due to his technical background (master in Computer Science) and over 25 years of experience he still likes to be involved in pre-sales consultancy and system architecture.



Mecal - www.mecal.eu

MECAL Independent eXperts (IX) acts on behalf of the customers and supports them with the expertise in all wind power plant life stages: development, construction and operation.

MECAL IX has built more than 25 years of expertise on wind energy.

Our goal is to provide our clients worldwide with the technology and knowledge to reduce risks and to improve the return on wind power plant investments. Our valued clients include developers, owners and operators, banks and other financiers.

Clients recognize MECAL as the best partner when it comes to wind power plants and optimization. We have a proven track record in achieved optimization of yield, CAPEX and OPEX by our feasibility studies, due diligence, training, inspections, monitoring and analyses.

Richard Jungman

Managing Director - Mecal EU

Richard Jungman has been in high end businesses for 20 years. He has been instrumental in the success of startups as well as spin-outs of Fortune 500 companies and has offices located throughout the world. With a diverse background in engineering, environment, law, and management, Richard has a passion for finding potential in new Schumpeter combinations or underperforming companies. His entrepreneurial and strategic way of thinking combines potential problems with opportunity for growth and success. Richard also takes the time to



mentor, coach and help those individuals around him to achieve their own success with constructive feedback and encouragement to take on new challenges and seize opportunities. Richard will help you take a step back from any situation in order to access the critical points in blocking or enabling your ideas, and can help you create a plan of action for an effective path.

Nicky Rossow

Executive assistant - Mecal

Oktober 2011 - present

- Executive Assistant Mecal

January 2001 - August 2011

- Store Manager Starbucks



Tetem Artspace - www.tetem.nl

TETEM art space is a young and innovative foundation offering a platform for media art. TETEM art space initiates collaboration between artists and professionals from different disciplines.

Wilja Jurg

Director

Wilja Jurg grew up in the eighties prevailing Do-It-Your Self culture and became interested in social issues such as environment, health, human rights and globalization. From this involvement she developed herself as a journalist, documentary filmmaker, media artist and writer.



Gradually she developed need for an active role in social processes. Jurg has a preference for working in different environments. She combines the work as an independent contractor with positions in the nonprofit and public sectors.

This combination provides both principal and Jurg a multitude of reflection capabilities. This way of working supports the development of a broad and diverse network. It contributes to the development of a broad social vision and increased the possibilities in the field of social and cultural innovation.

From 2002-2007 was Wilja Jurg as business leader attached to PLANETART. Period 2004-2010 she worked as a quartermaster for the municipality of Enschede. From 2007 she has been working as director of TETEM art space.

Rijksmuseum Twenthe - www.rijksmuseumtwenthe.nl

Rijksmuseum Twenthe was founded through the initiative of the Twente textile baron Jan Bernard van Heek, who wanted to have his painting collection housed in a new state museum in Enschede. It is thanks to the persistence of his family after his death that the museum was actually built. In 1930 the museum was opened on the Lasondersingel. The basis of the museum was formed by some 140 artworks, principally paintings from the collection of Jan Bernard van Heek, from the Middle Ages up to and including the 19th century.

Rijksmuseum Twenthe is the museum of the imagination.

1. Rijksmuseum Twenthe is the museum of the imagination. It's the museum that takes you on an amazing journey along dazzling and breathtaking paths of art, culture and knowledge. It is the museum that imagines our ideas, knowledge, doubts, wonder and desires.
2. Rijksmuseum Twenthe is the only museum in the northern and eastern provinces of the Netherlands that has such a rich collection that it can show the complete story of art. Moreover, Rijksmuseum Twenthe conceives and programs exhibitions and events from the whole range of the Collectie Nederland (Netherlands Collection). Rijksmuseum Twenthe is thus both pillar and hub in the museum infrastructure in the Netherlands.
3. Rijksmuseum Twenthe contributes to an innovative and cultural climate in the eastern provinces of our country and collaborates internationally from a regional network.
4. Rijksmuseum Twenthe is the museum "for the visitor who seeks not a confirmation of the status quo but the disorienting, surprising and overwhelming in the fine arts". It is the stopping place for art lovers, art connoisseurs, passers-by, families, hedonists, pessimists, schoolchildren, the old, the young, Tukkers and the rest.

5. Rijksmuseum Twenthe juxtaposes the present day with the past in 36 rooms. These are the playful cabinets of the imagination. This is a museum in which you can lose yourself, where you come to see one exhibition and find yourself being surprised by another. The museum has no permanent exhibition, but changes and renews itself constantly. Just like society itself, and art naturally.

Arnoud Odding

Director - Rijksmuseum Twenthe

Arnoud Odding studied Museology and History of Art in Leiden. In 1990 he started the consultancy; O dubbel d, Strategic Advice for Museums'. From 2002 to 2006 he made a transformation plan for Natura Artis Magistra, the oldest zoo in the Netherlands. From 2004 to 2011 he also was the director of the National Glass Museum in Leerdam. In 2012 he became director of the Rijksmuseum Twente, which then was in crisis and since underwent a drastic process of change. Late 2014 he started working on a new initiative: the 'Academy of Imagination', powered by Rijksmuseum Twenthe.



In 2004 Arnoud Odding co-published a book under the title 'Het Gedroomde Museum' [The Dreamed Museum]. 'Het Gedroomde Museum' is a pamphlet for cultural renewal, which relates back to the 18th century roots of museums as places where knowledge was interpreted and where interpretations were discussed. In 2011 he published the book 'Het disruptieve museum' [The Disruptive Museum]. In this book Odding argues that traditional museums do not understand that their existence is fundamentally at stake in a networked society. The Disruptive Museum provides a radical response to the question of relevance in the 21st Century.

Zenna Laser Solutions - www.zennalaser.com

Zenna Laser Solutions designs and builds client-specific industrial laser applications for welding, cutting and marking purposes. Creative laser solutions and innovative technologies make Zenna a worldwide competitor in careful selected industrial niche markets.

Frederik de Bruijne

Managing director - Zenna Laser Solutions

Frederik de Bruijne became MD of Zenna after a MBO in 2007, following a career of 11 years with the multinational Numico, for which he mainly worked in the Asia-Pacific region. Returning to his technical roots as alumni from the Technical University Delft, he enjoys the combination of general management and high tech challenges in his innovative company. Frederik is father of four children and lives in the picturesque city of Delden. Hobbies are sailing, skiing and tennis.



Section 3

Facilitator

Rosalie Urselmann

Owner

VoyEdge has been set up by Rosalie Urselmann. Rosalie has more than 10 years of business experience with several roles and activities in both companies as well as in government organizations. In university she already started with the organization of study tours and has been able to keep on doing this during her jobs at KPN, Xantic and the Netherlands Foreign Investment Agency in San Francisco. In 2005 she decided to quit her other activities and fully focus on organizing high quality international business study trips for delegations from industry, entrepreneurs, government organizations and research- and educational institutes. Because of a growing need from these delegations, she started VoyEdge in 2007. Rosalie has lived, studied and worked in Silicon Valley for several years. Her knowledge about and her network in Silicon Valley are now a strong edge in organizing inspiration tours to this global Center of Excellence. Rosalie holds an MSc degree in Industrial Engineering and Management from the University of Twente (Netherlands).



VoyEdge - www.voyedge.nl

Over the years, VoyEdge has developed, organized and facilitated more than 50 inspiration tours with more than 700 participants to different parts of the US, Europe, Asia and the Middle East. Focus of VoyEdge is always on strong programs - tailor made to the needs of the participants - and on guiding the participants and the delegation as a whole to translate the gained insights into their strategy and day-to-day operations.