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He has worked as researcher in many different multi business model and technology innovations projects and knowledge networks among others E100 - <http://www.entovation.com/kleadmap/>, Stanford University project Peace Innovation Lab <http://captology.stanford.edu/projects/peace-innovation.html>, The Nordic Women in business project - www.womeninbusiness.dk/, The Center for TeleInfrastruktur (CTIF), FP7 project about "multi business model innovation in the clouds" - www.Neffics.eu, EU Kask project – www.Biogas2020.se, Central Project, Motor5G, Recombine, Greenbizz. He is cofounder of five startup businesses amongst others - www.thebeebusiness.com , www.thedigibusiness.com, www.vdmbee.com

He is author to several articles and books about business model innovation in networks and Emerging Business Models. He has an entrepreneurial and interdisciplinary approach to research. His research interests are multi business model and technology innovation in interdisciplinary networks, multi business model typologies, sensing-, persuasive- and virtual- business models.