

CURRICULUM VITAE

PERSONAL INFORMATION

FAMILY NAME:	SVANSSON	DATE OF BIRTH:	01 JULY 1958
FIRST NAME:	EINAR	NATIONALITY:	ICELANDIC
		CIVIL STATUS:	MARRIED

EDUCATION

Institution	Date (from month/year to month/year)	Degree(s) or Diploma(s) obtained
University of Exeter, England***	09 2009 - 10 2011	Doctoral study. Did not finish a degree
University of Iceland-2*	02 2003- 02 2008	Two Masters M.Sc. research degrees: Research thesis: " <i>Strategic management, performance and performance metrics. Internationalisation and exemplary cases</i> ".
University of Iceland-2*	02 2003- 02 2008	First M.Sc. Degree A) Strategic Management and business administration Second M.Sc. Degree B) Marketing and International Business
University of Iceland-1**	01 2000- 02 2003	Bachelor degree with major in Tourism Studies and minor in Business Administration
Seafood Industrial College, Iceland	01 1979- 12 1980	Quality Inspection Export Certificate by Ministry Seafood Production Management

*Magna Cum Laude (both master's degrees with distinction, average grade 9,1/10.00 and 9,2/10.0; master thesis 9,5/10.0)

** Magna Cum Laude for Bachelor thesis; 9,0/10,0

*** Best Paper Award (Open Innovation with Lead users: the case of the Blue Lagoon, Iceland) in 2011 at the Tourism & Travel Research Association conference in D'Archamps, France.

LANGUAGE SKILLS

(marked 1 to 5 with 5 indicating "fluent" and 1 indicating "poor")

Language	Reading	Speaking	Writing
English	4	4	4
Icelandic*	5	5	5
German	2	2	2

Scandinavian languages are easily understood. Learned Latin and French for 36 months, understands some Spanish & Italian

**Has published two books of poetry and is a member of The Writers' Union of Iceland*

REFERENCES WITHIN BIFRÖST UNIVERSITY

Years within the firm	Present position	Expertise	Membership of professional bodies
14	Associate professor	Service Management, Nordic Leadership Model, Quality Management, Open Tourism Innovation Sustainable Leadership	TTRA FVH RSI

KEY QUALIFICATIONS

- Innovation management and innovative forms of organizing, start-ups and idea generation workshops
- marketing management & analysis
- performance metrics &, quality management
- organisational analysis, design, culture, structure and strategy
- change management, project management in bigger change programs like company startups and M&A's
- strategy (performing analysis and strategy formulation) and implementation support

PROFESSIONAL EXPERIENCE RECORD

Date	Client	Position	Key Words	Description
2018-19	Icelandic Tourist Board	Consultant	Tourism marketing	Market segmentation of future tourists to Iceland
2012-18	Retail Centre Icel.	Consultant	Strategy	Strategic workshops for board members
2012-	EU - Grundtvig	Expert	Cooperatives	Learning systems and policies for COOPs in Europe
2010-14	EU - NPP	Expert	Smartphones	Tourism mobile guide for the Northern Periphery
2009-10	NICe	Expert	Lead-users	Innovation from Lead-users in the Nordic countries
2009	Reykjavik Energy	Expert	Strategy	Corporate strategy based on sustainability values
2008-9	Century Aluminum	Expert	Strategy, structure	Corporate strategy and pay for skills system valuation
2007-8	Nói Siríus hf. (Cadbury)	Expert	Structure	Responsible for developing the organizational structure for a manufacturing, wholesale and distribution company
2007	Eurocontrol (European Union)	Expert	Change manual	Responsible for valuating and collecting material for the Change Advisory Manual for flight organizations managers in Europe
2007	JÓ (OSRAM in Iceland)	Expert	Organizational design / strategy	Responsible for developing the strategy and organizational structure for a wholesale and distribution company
2006-	Alcoa Fjarðaál	Expert/ project manager	Performance scorecards, EHS and Total Quality culture (Toyotism)	Responsible for developing the intranet for the new aluminium plant in Reyðarfjörður. Project management in scorecard design and implementation. Guidance to creating a positive environmental, health and safety culture
2007	Vinnlustöðin	Expert	Organizational design and market analysis	Responsible for developing a new organisational chart and work descriptions for key managers, global market analysis for a seafood company that is in the top 10 list in Iceland.
2007	DANÓL	Project Manager	Strategy workshop Market analysis	Responsible for supervising the analysis and planning for a strategic workshop
2006	N1 (EXXON in Iceland)	Expert	Structure and market analysis	Responsible for developing a new organisational chart and market analysis for a merger between ESSO and Bílanaust
2006-8	ParX, consulting	Project management	Culture Benchmarking	Project Manager for an many internal projects for ex. Strategy and design of organizational charts; organizational culture; integration mechanism, performance indicators
2006	Export Council of Iceland	Strategy Expert	Strategy workshop	Developing teaching material for a strategy workshop
2005	Valka	Market Expert	Market plan	Developing a market plan for the company Valka a production equipment in cooperation with Export Council of Iceland
2005	Íslandsmarkaður Auction market	Strategy expert	Strategy workshop	Responsible for developing material for a strategy workshop for the auction market of seafood raw material
2004	Institute of Business Research	Research assistant	Strategy,structure and performance	Responsible for planning and collecting material for workshops in CASS business school in UK and a meeting in Bath business school in UK, Ph.D workshop in Stanford University, California
2004	Marel Food Systems	Industrial analysis expert	Industrial and market report	Responsible for planning and collecting material for the Industrial Market Report for UK for Marel that is the world leading production equipment for the food protein industry

EMPLOYMENT RECORD

Date	Company	Position	Description
1981-1996	FISK Seafood	Plant manager Production manager CEO	-Chief executive officer (CEO) from 1988. A managing director and assistant executive officer of Fiskiðjan Skagfirðingur hf. (FISK) a seafood company in Sauðárkrúkur, Iceland. A top 100 Icelandic company. - Five mergers and moved up to a place on the seafood top 10 list in Iceland in my tenure.
1996-2000	FH Seafood	CEO	-Chief executive officer of a seafood company in Húsavík, Iceland. A top 100 Icelandic company. - Got a listing in the Icelandic Stock Market. - First environmental strategy in the seafood sector and working on ISO 14001 certification in my tenure.
2000 - 2001	Burnham International	Securities broker	- Brokerage work and consulting in the seafood and banking sector, stocks, futures and derivative contracts
2001-	Griffa ehf.	CEO, privately owned firm	Book publishing, teaching, consultancy
2004 - 2008	University of Iceland	Lecturer Research assistant Consultant	- Lecturer in organizational design and change, quality management and strategic management - INNFORM research project, innovative forms of organizing - Industrial analysis, market analysis, strategy formulation
2006 - 2009	ParX consulting, IBM consulting business partner, Iceland	Senior consultant from 2006 and partner in 2009	- Consultant in production related projects - Consultant in service related projects - Consultant in organisational design & corporate strategy -Change Manager
2007-	Bifröst University Iceland	Adjunct lecturer from 2008 and Assistant professor from 2009-2020 Associate professor from 2020-	Lecturer in organizational theory and design of structure, Sustainable business, HRM and company culture, Service management, Strategic management, Management in international environment, Management of Innovation Recent M.Sc. thesis as supervisor: <i>"Medical Tourism in Iceland"</i> . Recent research projects: Lead users in the Nordic and Baltic, case study on tourism innovation for the Nordic Innovation Centre in Oslo.
2009-2012	Klak, innovation incubator platform Nýherji (IBM) and Reykjavík University	Lecturer, instructor, examiner of business plans	- Short courses for entrepreneurs working on start-up Business plans: courses in Scenario analysis and Strategic planning & implementation
2010-2014	Icelandic retail research centre	Research advisor & research assistant	Recent research projects for the European Union, Northern Periphery Fund (NPP): A. Rural retail research in the Nordic countries B. Tourist Mobile Guide for the Northern Periphery
2010-	Reykjavík University	Lecturer	Service Management, Sales Management
2012-2016	The Icelandic Innovation fund	Censor, expert evaluator	Evaluating applications for start-up projects and marketing grants
2020-	The Icelandic Climate fund	Censor, expert evaluator	Evaluating applications for climate-change projects and green oriented grants

PUBLICATIONS

- 2019 'Branding the essence of J.S. Bach - Composers as 'retro brands' in amateur musical ensembles': A peer-reviewed article in review, co-written with Dr.Sigrún Lilja Einarsdóttir and published in Arts Management Journal, hosted by Shanghai Theatre Academy in Shanghai, China.
- 2018 Peer-reviewed paper: Social Entrepreneurs and Lead Users: The Case of the Blue Lagoon, Iceland, einn höfundur "Birt í tímariti LaSalle háskólans, Equidad y Desarrollo. Social Entrepreneurship motor of local development <https://ciencia.lasalle.edu.co/eq/vol1/iss31/11/>
- 2018 Peer-reviewed paper. Ritrynd grein: Skipulag fyrirtækja á Íslandi fyrir og eftir hrun. INNFORM rannsóknin, tveir meðhöfundar. Tímarit um viðskipti og efnahagsmál, 1/2018 <http://www.efnahagsmal.is/issue/view/300>
- 2017 Book chapter: Nýsköpun: samstarf, umfang og árangur meðal íslenskra fyrirtækja: Klasar. Ársrit um klasa 2017. Kaffli á bls. 18. sjá <http://nmi.is/frumkvoedlar-og-fyrirtaeki/styrkir/klasas/klasarit2017/> og http://nmi.is/handbok_klasar/2017/files/assets/basic-html/page-1.html#
- 2017 Peer-reviewed book chapter: Natural Resource Planning: A Case study of the Cod in the Icelandic Fisheries Management System: Marine Spatial Planning. Chapter 11 í bókinni bls. 295 - 322
- 2017 Peer-reviewed paper: Viðhorf íslenskra og danskra stjórnenda til starfsumhverfis í ljósi norrænna gilda. Birt í Stjórnsmál og Stjórnsýsla vorið 2017, sjá slóðina <http://www.irpa.is/issue/view/286>
- 2016 Markhópagreining fyrir íslenska ferðaþjónustu Skýrsla I Markmið, bakgrunnur og aðferðir. <http://www.rmfi.is/static/research/files/markhopagreining-fyrir-islenska-ferdathjonustu-v04pdf>
- 2016 Markhópagreining fyrir íslenska ferðaþjónustu Skýrsla II Spurningagrunnur http://www.bifrost.is/files/rannsoknir-og-utgafa/markhopalikan_skyrsla2-final.pdf
- 2015 Elddropar / Firedrops. Book of poetry by Einar Svansson: Grifflla, 2015
- 2015 Bókarkaffli: Samkeppnishæfni og kenningar um klasamyndun. Heiti bókar: Klasar. Ársrit um klasa 2015. Kaffli á bls. 16 - 23 sjá <http://nmi.is/baekur/klasarit/default.html#16>
- 2015 Peer reviewed book chapter: Sustainable Management of Renewable Natural Resources: The Case of Fisheries Management Systems. Written with Stefán Kalmansson: Corporate Social Performance: Paradoxes, Pitfalls and Pathways To The Better World. Kaffli 12 í bókinni bls. 245 - 264 <http://www.infoagepub.com/>
- 2012 Peer reviewed paper Einar Svansson and Runólfur Smári Steinþórsson. (2012). Skipulag íslenskra fyrirtækja 2004-2007. (Organizational structure in Icelandic companies 2004-2007) published in Stjórnsmál og stjórnsýsla, the Icelandic Review of Politics and Administration (IRPA) a journal published by University of Iceland – School of Social Science.
- 2011 Einar Svansson. (2011). Open innovation with Lead users: the case of the Blue Lagoon, Iceland. Conference paper for the Tourist and Travel Research Association (TTRA) conference with the theme Creativity and Innovation in Tourism. D'Archamps, France, April 11-13th 2011. The paper got the 1st price for Best Paper Award on the conference for practical application of theory to the tourism industry.
- 2011 Emil B. Karlsson, Hafdís Anna Bragadóttir and Einar Svansson. (2011). Dreifbýlisverslun á Íslandi. Aðstæður og viðhorf íbúa til verslunar í heimabyggð. (Rural Retail in Iceland. Environment and public opinion on retail in the rural municipalities). Report for the Northern Periphery Program (NPP) and NORA. Part of Retail In Rural Regions project for the European Union.
- 2011 Einar Svansson and Eva Rikmann. (2011). Today's lead user shows tomorrow's mainstream tourist offering. Report for Nordic Innovation Centre (NICe) project number: 08141. Part of innovation projects in the Nordic tourism industry 2008-2011.

- 2008 Einar Svansson. (2008). Formleg stefna og árangur: jákvæð tengsl hjá íslenskum fyrirtækjum. (Formal strategy and performance: positive causal link in Icelandic enterprises). Conference Paper published in the journal Rannsóknir í félagsvísindum for conference Þjóðarspejill, Institute of Social Science Research, University of Iceland.
- 2008 Einar Svansson. (2008). Stefnumiðuð stjórnun, árangur og árangursmælikvarðar. Alþjóðavæðing og fyrirmyndir (Strategic management, performance and performance metrics. Internationalization and exemplary cases). Unpublished MS Thesis University of Iceland, School of Business.
- 2006 Einar Svansson. (2006). Prentisögusetur. (Printing history museum). Published in Prentarinn, the magazine of Félag bókagerðarmanna (The Printers and bookbinders union of Iceland). ISSN: 1021-8386
- 2003 Einar Svansson et.al. (2003). Ferðapjónusta í Færeyjum: Dæmi frá Viðareiði. (Tourism in the Faroe Islands: The case of Viðareiði). In Færeyskir bitar. (Faroe Islands bits), Field trip to the Faroe Islands (Editor: Gunnar Jóhannesson). Vest-Nordic Scientific Organization, University of Iceland. ISBN 9979-60-904-4
- 1991 Einar Svansson. (1991). Undir stjörnum og sól. (Under the stars and the sun). Book of poetry. Published by Íslensk Bókadreifing.
- 1991 Einar Svansson. (1991). Saga Fiskiðju Sauðárkróks, 1955-1990. (The history of the company Fiskiðja Sauðárkróks 1955-1990). Glóðafeykir, magazine of Kaupfélags Skagfirðinga. (Published by POB). Akureyri.

LECTURES AND CONFERENCE TALKS

- 2019 Branding the essence of J. S. Bach: Composers as retro brands in amateur musical ensembles. International Culture and Arts Management Conference, Shanghai Theatre Academy, Shanghai, China.
- 2019 Social Entrepreneurs and Lead Users: The Case of the Blue Lagoon, Iceland, tveir höfundar. 8th International Conference on Social Responsibility, Ethics and Sustainable Business. University of Minho, Braga, Portugal. October 24th-25th 2019"
- 2018 Markhópagreining í ferðapjónustu: Ábyrgir ferðamenn með áhuga á norðurslóðum - Einar Svansson, Brynjar Þór Þorsteinsson, Kári Joensen, 12. ráðstefnan um íslenska þjóðfélagið: [http://www.bifrost.is/files/frettir/framtid-haskolastarfs-a-landsbyggdinni---dagskra.indd-\(1\).pdf](http://www.bifrost.is/files/frettir/framtid-haskolastarfs-a-landsbyggdinni---dagskra.indd-(1).pdf)
- 2018 Ábyrgir ferðamenn með áhuga á norðlægum slóðum. Þjóðarspejillinn 11.maí 2018 - Í Háskólanum á Bifröst , 2 meðhöfundar Fræðilegt erindi innanlands, http://fel.hi.is/sites/fel.hi.is/files/spejillinn_dagskra_2018_5.pdf
- 2018 Market Segmentation in Tourism, 3 höfundar - 27th Nordic Symposium, Alta Noregi
- 2018 Nordic Servant leadership. University of Almeria, 7.maí 2018
- 2018 Social Entrepreneurship success story. University of Almeria, 21.nóv 2018
- 2017 Skipulag íslenskra fyrirtækja. INNFORM rannsóknin. Málstofa Viðskiptadeildar Háskólinn á Bifröst, 18. Október 2017, 1 meðhöfundur
- 2017 Ferðahegðun á norðlægum slóðum Norðlægur slóðir, ferðalög utan háannar og lengd dvalar. Þjóðarspejillinn 2017 - Í Háskóla Íslands, 2 meðhöfundar
- 2017 Markhópagreining íslenskrar ferðapjónustu. Norðlægur slóðir og ferðalög utan háannar. Vorráðstefna Viðskiptafræðistofnunar 2017 - Í Háskóla Íslands, 2 meðhöfundar
- 2017 Framlag nemenda í hópverkefnum: áhrif jafningjamats grundvallað á Belbin hlutverkum á vinnuframlag, námsmat og lærdómsferli. Hvað er góð háskólakennsla? - Kennsluráðstefna KHA 7. apríl 2017 - Í Háskólanum á Akureyri, 2 meðhöfundar

- 2017 Hópvinna og árangur í skólastarfi Belbin, jafningjamat og sjálfsmat. Hvað er góð háskólakennsla? - Kennsluráðstefna KHA 7. apríl 2017 - Í Háskólanum á Akureyri, 2 meðhöfundar
- 2017 Division of teamwork among university students: the impact of an advanced peer evaluation tool based on Belbin team roles. Presentation at the conference on 6th International Conference on Business and Economic Development (ICBED), New York -USA, April 2017, 2 meðhöfundar
- 2017 Innovation partnerships, scope and performance among Icelandic companies. Case study. Presentation at the conference on Economic, Technological and Societal Impacts of Entrepreneurial Ecosystems, Augsburg, March 15-17, 2017, 4 meðhöfundar
- 2017 Entrepreneurial Ecosystem in Re-making after the Collapse of the Financial System in Iceland: The change from Top-down to Bottom-up Cluster Initiatives. Presentation at the conference on Economic, Technological and Societal Impacts of Entrepreneurial Ecosystems, Augsburg, March 15-17, 2017, 4 meðhöfundar
- 2017 "Where and how are the students now?" - A case study looking at students through Belbin Team Roles test, peer evaluation and self-assessment. EDULEARN17, the 9th annual International Conference on Education and New Learning Technologies. Barcelona (Spain) on the 3rd, 4th and 5th of July 2 meðhöfundar
- 2017 Division of teamwork among university students: the impact of an advanced peer evaluation tool based on Belbin team roles. EDULEARN17, the 9th annual International Conference on Education and New Learning Technologies Barcelona (Spain) on the 3rd, 4th and 5th of July 2 meðhöfundar
- 2017 Digital marketing – Introduction and cases. University of Finance and Administration, Prague, 4. des, 2017 1 meðhöfundur
- 2017 Ethical Branding with Beauty Queens. University of Finance and Administration, Prague, 4. des, 2017, 1 meðhöfundur
- 2017 Innovation in Travel & Tourism. Romanian American University, Búkarest, 22. mars, 2017
- 2017 The Internationalization of Iceland. Laurea University of Applied Sciences, Helsinki, 10. febrúar, 2016 Gleymdist í skýrslu 2016.
- 2017 The Rise and Fall of Iceland. Scandals and business ethics. Laurea University of Applied Sciences, Helsinki, 10. febrúar, 2016 Gleymdist að setja inn í rannsóknarskýrsluna 2016.
- 2016 MARKHÓPALÍKAN FYRIR ÍSLENSKA FERÐAÞJÓNUSTU. Háskólinn á Akureyri, 27. okt 2016
- 2016 MARKHÓPAGREINING – HVAR ERUM VIÐ STÖDD? Hilton Nordica, 17. febrúar 2016
- 2016 "Industrial networking practices of business-oriented universities: Four Cases from Applied partners in Europe. Romanian American University, Búkarest, 21. september 2016"
- 2016 Consultancy Analysis in the Public Sector. The Hague University of Applied Sciences, Haag, Hollandi 22. nóvember, 2016
- 2016 Entrepreneurship & innovation. Opportunities and risks. The Hague University of Applied Sciences, Haag, Hollandi 21. nóvember, 2016
- 2015 Skipulag og þjónandi forysta. Ráðstefnan Þjónandi forysta og brautryðjendur. 25. sept 2015.
- 2015 Co-creation through innovation with users: Case analysis with SD logic and Lead user theory. The 24th Nordic Symposium in Tourism and Hospitality and Research. Ráðstefna 3.okt í Reykjavík. Meðhöfundur Dr. Sigrún Lilja Einarsdóttir

- 2015 Public strategic management. The Hague University of Applied Sciences, Haag ,Hollandi 18. september, 2015
- 2015 Analysing the public strategic environment. The Hague University of Applied Sciences, Haag, Hollandi 19. september, 2015 Fræðilegt erindi erlendis, sjá meðfylgjandi skjal
- 2014 Einar Svansson, Health and Medical Tourism in Iceland: Thermal baths & mass spas. Ráðstefna: 1st INTERNATIONAL CONFERENCE ON LEISURE, RECREATION AND TOURISM. Háskólinn í Harkány, Ungverjalandi, 17. október 2014.
- 2014 Einar Svansson og Stefán Kalmansson. Íslenskur sjávarútvegur - stjórnun fiskveiða og hinar þrjár víddir sjálfbærni. Ráðstefna: Ráðstefna í þjóðfélagsfræðum í Háskólanum á Bifröst 3. – 4. maí 2013. Athugasemd: Gleymdi að senda þetta inn með rannsóknarskýrslu 2013.
- 2014 Einar Svansson, Branding with beauty queens: the case of the Blue Lagoon, Iceland. Laurea University of Applied Sciences, Kerava, Finnlandi, 18. nóvember, 2014
- 2014 Einar Svansson, The Rise and Fall of Iceland. Bank scandals and business ethics. Laurea University of Applied Sciences, Helsinki, Finnlandi, 18. nóvember, 2014
- 2014 Einar Svansson, Internationalisation of small companies. Romanian American University, Búkarest, Rúmeníu, 13. júní, 2014
- 2014 Einar Svansson, Sustainable Tourism. Laurea University of Applied Sciences, Helsinki, Finnlandi, 2. apríl, 2014 20th Nordic Symposium. Tourism & Hospitality Research. 1. Today's Lead user shows tomorrow's mainstream tourist offering: Applying Lead user theory to nine Nordic cases. Árleg ráðstefna norrænna samtaka um ferðaþjónusturannsóknir með þemað: Well-being in Tourism and Recreation haldin í Rovaniemi í Finnlandi, 22-23. september 2011.
- 2013 Tourism as a Cultural Phenomenon. Fyrirlestur fyrir nemendur í ferðaþjónustunámi í Laurea háskólanum í Helsinki, 19. feb 2013.
- 2013 Internationalisation of Icelandic companies. Fyrirlestur fyrir nemendur í International Business í Laurea háskólanum í Helsinki, 25. feb 2013.
- 2012 Internationalisation of the Biggest Icelandic companies. Fyrirlestur fyrir nemendur í International Business í Laurea háskólanum í Helsinki, 28. feb 2013.
- 2013 The Rise and Fall of Iceland. Fyrirlestur fyrir nemendur í International Business í Laurea háskólanum í Helsinki, 28. feb 2013.
- 2013 Innovation concepts and processes. The Pentathlon framework. Fyrirlestur fyrir nemendur í ferðaþjónustunámi í Laurea háskólanum í Helsinki, 28. feb 2013.
- 2013 International trends. Scenario Planning. Fyrirlestur fyrir nemendur í ferðaþjónustunámi í Laurea háskólanum í Helsinki, 7. mars 2013.
- 2013 Tourism Culture Impact. Fyrirlestur fyrir nemendur í ferðaþjónustunámi í Laurea háskólanum í Helsinki, 7. mars 2013.
- 2013 Branding with beauty queens. Fyrirlestur fyrir nemendur í markaðsfræðinámi í Laurea háskólanum í Helsinki, 13. mars 2013.
- 2013 Internationalisation of Iceland. Fyrirlestur fyrir nemendur í viðskiptafræði Laurea háskólanum í Helsinki, 14. mars 2013.
- 2013 Open Innovation Research. Erindi um opna nýsköpun haldið á fundi í Aalto háskólanum í Helsinki í Finnlandi, 12. mars 2013.
- 2013 Ecological Business in Iceland. Erindi á alþjóðaviku (International Master Days) í FHS Krems í Austurríki, 19. apríl 2013.
- 2013 Megaprojects in East-Iceland, past experience and future prospects. Fyrirlestur haldinn á alþjóðlegri olíuráðstefnu í háskólanum í í Tromsø, 8. okt 2013.

- 2013 Open Innovation In Tourism. Plenary fyrirlestur um opna nýsköpun haldinn á alþjóðlegri ráðstefnu í Romanian American háskólanum í Búkarest, 7. nóv 2013.
- 2013 Forysta, viðskiptasiðferði og markaður. Fyrirlestur á forystudegi Háskólans á Bifröst 13. nóvember 2013.
- 2013 Er lögfræði þjónusta? Flokkun, samskipti og gæði þjónustu. Erindi á lögfræðidegi Háskólans á Bifröst 6. september 2013.
- 2012 Leiðandi notendur og aðrir gerendur: Raundæmið um Bláa Lónið og nýsköpun. Hádegisfyrirlestur í Háskólanum á Bifröst, 26. september 2012.
- 2011 20th Nordic Symposium. Tourism & Hospitality Research. 2. User entrepreneurship: Accidental entrepreneurs, hobbyists, professionals as innovation actors in Tourism. Árleg ráðstefna norrænna samtaka um ferðapjónusturannsóknir með þemað: Well-being in Tourism and Recreation haldin í Rovaniemi í Finnlandi, 22-23. september 2011.
- 2011 Health & wellness conference. Spa destinations and Lead users: the case of the Blue Lagoon, Iceland. Ráðstefna Atlas samtakanna um rannsóknir á heilsulindum í ferðapjónustu með þemað: From villes thermales to Sustainable Health & Wellness Destinations, haldin í Chaves, Portugal, 13-14. október 2011.
- 2011 TTRA. Tourism & Travel Research Association. Open innovation with Lead users: the case of the Blue Lagoon, Iceland. Árleg ráðstefna samtaka um ferðapjónusturannsóknir með þemað: Creativity and Innovation in Tourism haldin í D'Archamps í Frakklandi, 11-13. apríl 2011. Greinin sem fylgdi erindinu hlaut 1.verðlaun á ráðstefnunni sem besta vísindagreinin með áherslu á tengsl fræðasviðs við ferðapjónustufagið.
- 2010 Útflutningur eða útrás í fjölmiðlum. Erindi haldið á Ráðstefnu í þjóðfélagsfræðum, Háskólanum á Bifröst þann 7. maí 2010.
- 2010 Lead User theory and Tourism. Erindi haldið í University of Exeter 1. Október 2010.
- 2010 Global Strategy in the Generic Pharmaceutical Industry. Erindi haldið á ECCH workshop í Cranfield University, 26. Október 2010.
- 2008 Erindi á morgunverðarfundi Viðskiptafræðistofnunar og ParX, viðskiptaráðgjafar þann 29. maí 2008. Árangur, stefna og alþjóðavæðing. Kynntar voru niðurstöður INNFORM rannsóknarinnar á Íslandi
- 2005 Kynning á markaðsfundi Marel 10. Október 2005 á Atvinnuvega og samkeppnisgreiningu fyrir Marel UK í Bretlandi sem unnin var af Viðskiptafræðistofnun Háskóla Íslands. Lagt var meðal annars til að Marel yfirtæki tvo keppinauta, Scanvægt og AEW Delford og breytti jafnframt skipulagi samstæðunnar yfir í Multidivisional-formið. Báðar þessar megingtillögur skýrslunnar hafa síðan komið til framkvæmda.
- 2003 Erindi á málstofu Vestnorræna vísindafélagsins í Háskóla Íslands, Færeyskir bitar þann 2. apríl 2003. Ferðapjónusta í Færeyjum: dæmi frá Viðareidi. Kynntar voru niðurstöður vísindaferðar til Færeyja.