

CURRICULUM VITAE

MR. HUUB L.M. MUDDE, MSc



1. **NAME** : Hubertus Leo Marie Mudde
DATE OF BIRTH : 12 December 1964
NATIONALITY : Dutch

2. **CONTACT ADDRESS** : Endepolsdomein 150
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The Netherlands
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3. **KEY QUALIFICATIONS / FIELDS OF EXPERTISE**

- Vast experience as project manager, team leader and expert, including projects on entrepreneurship, sustainable business development, international education, applied research, and multi-sector partnerships
- Expertise on communication, entrepreneurial universities, multi-stakeholder partnerships, educational management, and information – and knowledge management within complex organisations
- Ample experience as international network manager in representative positions
- Understanding of political, organisational and administrative processes
- Ample experience with conceptualisation, management, implementation and evaluation of marketing and communication activities
- Problem solving, client-oriented attitude and methods are central in my work
- Flexible, dynamic, with broad cultural, social and political interests

4. **SUMMARY OF WORK EXPERIENCE:**

Mudde is manager of several multi-year education and research programs. He is team leader and expert in several agribusiness projects in Indonesia, the Occupied Palestinian Territories and Ethiopia, and was responsible for a leadership and management capacity development program in Ethiopia with a.o. a strong focus on female talent development.

He has managed entrepreneurship development programs in Liberia and Rwanda, was expert on entrepreneurship in a training program in Hebron, and is pursuing his PhD on entrepreneurial universities. He is advisor and trainer on partnerships, project management, dialogue, communication planning, vision development and fund raising for organizations working in the area of international relations. Before working for MSM, Mudde was coordinator of Euforic, Europe's Forum on International Cooperation and worked at the Information Department of the Dutch Ministry of Foreign Affairs.

5. RECORD OF EXPERIENCE:

- 2017 - to date Program manager and entrepreneurship expert in capacity building program 'Strengthening capacity for agro value chain development in Gambella University' (NFP-TM.17/234 ETH), Ethiopia.
- 2017 - to date Program manager and expert in capacity building program 'Gender Mainstreaming and Women Empowerment in Eastern Ethiopia: a coordinated approach' (NFP-TM.17/252 ETH), Ethiopia
- 2017 - to date Program manager and communication expert in and capacity building program 'Promoting Palestinian Women's Entrepreneurship Development and Gender Equality' for the Ministry of national Economy, Palestine (NFP-TM.17/16 PAA)
- 2016 - to date Program manager and expert in capacity building program on agribusiness education and research for Jimma University, Ethiopia (NICHE-ETH-259)
- 2015 - to date Program manager and communication and entrepreneurship expert of a NUFFIC funded program in the area of Food & Agribusiness in Palestine at 4 higher education institutions (NICHE-PAA-233)
- 2014 - to date Program manager and entrepreneurship expert of NUFFIC funded program 'Building capacities on Animal Logistics at Bogor Agricultural University/Institut Pertanian Bogor (IPB)' (NICHE-IDN-223)
- 2016 - 2017 Program manager and expert in capacity building program for Ethiopian Garment SMEs (NFP-TM-16-283-ETH)
- 2011 - 2016 Program manager and entrepreneurship expert of NUFFIC funded program 'Building capacities in Agribusiness at Bogor Agricultural University/Institut Pertanian Bogor (IPB) and three regional universities' (NICHE-IDN-078)
- 2013 – 2016 Project manager and entrepreneurship expert of entrepreneurship development programs in Liberia and Rwanda
- 2011 - 2015 Program manager and expert of a multi-year capacity building program on leadership in higher education for the 13 new public universities in Ethiopia (NICHE-ETH-015)
- 2009 - 2011 Project manager and expert: multi-year agribusiness development program with the Management Program of the Agricultural University in Bogor, IPB. Under coordination of IPB's Vice Rector for Research and International Relations (Chair Steering Committee)
www.roundtableindonesia.net

- 2014 - 2015 Entrepreneurship expert of the training program ‘Enhancing Entrepreneurial Eco System at Palestine Polytechnic University, Hebron’
- 2013 - 2014 Project manager and expert of socio-economic and consumer research in the poultry sector of the Greater Jakarta Region, Indonesia, within the framework of the Netherland-Indonesia Livestock development program on food security
- 2010 Training on (communication within) Multi-Stakeholder Partnerships, thesis writing and literature review, for MBA students, Agricultural University in Bogor, Indonesia
- 2010 - 2011 Program manager and trainer: communication, marketing and fundraising training, Bethlehem University, Palestinian Territories
- 2007 - 2011 Project manager and expert: multi-year agribusiness development program with the Eastern and Southern Africa Management Institute ESAMI, Tanzania, Uganda, Kenya, Zambia www.roundtableafrica.net
- 2009 Expert: evaluation of a public-private partnership program in shrimps, palm oil and fruits & vegetables, Indonesia
- 2008 Expert: evaluation of an economic partnership program in the horticulture, Kenya
- 2007 Project management and facilitator: ICT and Marketing training, Tanzania
- 2004 National civil society networking, Cameroon. Facilitator, co-organizer and resource person
- 2004 Global Development Network, India. Resource person on international networking and internet communication
- 2002 EADI, Ljubljana. Conference ‘EU Enlargement in a Changing World – Challenges for Development Co-operation in the 21st Century’. Responsible for internet communication
- 2001 ACP Civil Society Forum, Senegal. Co-organisor and resource person on ACP-wide civil society networking
- 1995 SNV Peru and Bolivia. Information inventory and advice on corporate information policy

6. LANGUAGES: (excellent, good, fair, poor)

<i>Language</i>	<i>Reading</i>	<i>Speaking</i>	<i>Writing</i>
Dutch	Mother tongue		
English	excellent	excellent	excellent
French	good	good	good
German/Spanish	fair	fair	fair

Bahasa Indonesia	Rudimentary: currently in language training
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7. EDUCATIONAL RECORD:

<i>Date</i>	<i>Institution</i>	<i>Degree obtained / course topic</i>
2015 - to date	Maastricht University, School of Business & Economics, The Netherlands	PhD candidate 'Entrepreneurial Universities in developing countries'
2010 - 2011	Voorberg & de Geus, The Netherlands	Dialogue facilitation
2008	Voorberg & de Geus, The Netherlands	Training course on Group Facilitation
2006	Maastricht University, The Netherlands	Masterclass Entrepreneurship
1997	New Media Marketplace, 's Hertogenbosch, The Netherlands	Internet and New-Media
1993	Netherlands Institute for Marketing, The Netherlands	Marketing (NIMA-A)
1993	Utrecht School of Journalism, The Netherlands	Journalistic writing
1993	Clingendael Institute, The Netherlands	Structural Adjustment Programmes
1992		Training course on New Media
1991	Netherlands Institute for Public Relations, The Netherlands	Public Relations (NGPR-A)
1983 - 1989	Wageningen Agricultural University, The Netherlands	Sociology (MSc) and Information Studies

8. MEMBERSHIP OF PROFESSIONAL BODIES:

2016 – to date: Triple Helix Association: member of the working group on 'Entrepreneurial Universities'

9. EMPLOYMENT RECORD:

Date : 2007 - to date

Country : The Netherlands and missions abroad

Company : Maastricht School of Management (MSM)

Position : Senior Project Consultant and Lecturer on Institutional Entrepreneurship

Description : Design, management, evaluation, and supervision of international projects and programs, in particular on entrepreneurship, sustainable business development, partnerships, marketing and communication, resource person, responsible for agribusiness development program in Indonesia, managed research and consultancy team, represented MSM in (inter)national networks and programs, evaluated public-private partnership program in shrimps, palm oil and fruits & vegetables, Indonesia, set-up project management system, coordinated communication activities of expert centre, obtained several larger subsidies for education and research programs, advised management on funding opportunities, supported tendering, organised and managed programs in The Netherlands, Africa, Asia and Middle East, advised on corporate strategy, marketing, networking and communication strategies

Date : 2005 - to date

Country : The Netherlands

Company : Europe-Open

Position : Independent management and strategic communication consultant

Description : Europe-open stands for an open mind to European and international cooperation. Europe-open supports organisations and SMEs in getting their messages and services better across, in particular internationally and European, by Marketing and Communication research, Strategic planning and consultancy, Funding applications, Project coordination, Communication support.

Date : 1998 - 2005

Country : The Netherlands

Company : Europe's Forum on International Cooperation (Euforic)

Position : Coordinator

Description : Organization built from 1 to 8 staff members, business plan and mid-term strategy developed and implemented, fundraising, successful organisation of international conferences and seminars, representation, project and business management, website development, press, membership development

Date : 1997
Country : The Netherlands
Company : Netherlands Ministry of Foreign Affairs, The Hague
Position : Information Policy Officer
Description : Publication policy renewed; complete new format Annual Report developed

Date : 1990 - 1996
Country : The Netherlands
Company : SNV Netherlands Development Organisation
Position : Acting Head Information and Public Relations (1996)
Description : Press Relations, planning, Management
Position : Information officer (1991-1995)
Description : Planning and implementation of all aspects of internal and external corporate communication.

Position : Researcher (1990)
Description : Research on the socioeconomic position of former technical assistants directed, carried out and presented

Date : 1989
Country : The Netherlands
Company : Netherlands Ministry of Foreign Affairs, The Hague
Position : Researcher
Description : Policy research carried out in preparation of the 1991 information campaign 'Als we er samen werk van maken' (If we work together)

Date : 1987 - 1988
Company : Institute on Applied Information Studies (ITV)
Position : Trainer
Description : Trainer workshops carried out and new curriculum developed in the area of writing and public relations.

Date : 1987
Country : The Netherlands

- Company** : Wageningen Agricultural University
- Position** : Social Researcher
- Description** : Participative field research carried out on the relationship between
Costarican farmers and the local agricultural extension service
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- Position** : Trainer 1988 -1994
- Description** : Training workshops carried out on how to introduce new students to the
university

Position : Interviewer 1986 -1989
Description : for a number of research projects

10. PUBLICATIONS:

Cai, Y., **Mudde, H.**, Reyes, C., & Weng, M. (2017). Towards a comprehensive framework to understand entrepreneurial university: a synthesis of existing literature on entrepreneurial university. In: CHER2017, 27 August 2017, Jyväskylä, Finland.

Mudde, H., A. Primaswari, and A.M. Fauzi (2017), "Entrepreneurial university transformation in Indonesia: a comprehensive assessment of IPB", in GSTF Journal on Business Review (GBR), Vol 5, no. 1, pp 46-61, doi: 10.5176/2010-4804_5.1.408

Rifin, A, M.P. van Dijk, D.P de Boer, **H. Mudde**, J. van Rooyen and S. Jahroh (2017), proceedings – International Conference, strengthening Indonesian Agribusiness, Rural Development and Global Marketing Linkages, Bogor, Indonesia

Mudde, H., A. Primaswari, and A.M. Fauzi (2016), "Entrepreneurial transformation and university leadership in Indonesia", presented at 6th Annual International Conference on Innovation and Entrepreneurship (IE2016), Singapore: GSTF, doi: 10.5176/2251-2039_IE16.33

Mudde, H. and Anita Primaswari W. (2016). The Entrepreneurial University: the case of Institut Pertanian Bogor (IPB). Maastricht: Maastricht School of Management

Mudde, H. (2015). Entrepreneurship Development by the Agricultural University Bogor, IPB: Assessment, phase 1. Maastricht: Maastricht School of Management

Mudde, H., Tessema Gerba, D. & Derese Chekol, A. (2015). Entrepreneurship Education in Ethiopian universities: Institutional assessment (Synthesis Report). Working Paper No. 2015/01.

Daryanto, A, D. de Boer, **Mudde, H.** et al (2014). Socio-economic analysis of the slaughtering systems in the poultry meat sector in Greater Jakarta Area. Maastricht: Maastricht School of Management.

Mudde, H., Indrawan. D, Fahmi, I. (2012). Multi-sector partnerships for sustainable business development in Indonesia: the role of higher education. Working Paper No. 2013/01. Maastricht: Maastricht School of Management.

Stel, N, de Boer, D., **Mudde. H.** (2012). Multi-Stakeholder Service Provision and State Legitimacy in Situations of Conflict and Fragility. Experiences from Burundi, DR Congo, Nepal and the Palestinian Territories. The Hague: Peace, Security and Development Network.

Mudde, H. and van Wijk, J. (2011). Simulation Game 'Stakeholder Dialogue on Palm Oil' A tool for training on Multi-stakeholder Partnerships for Development. Manual. Maastricht: Maastricht School of Management.

Pfisterer, S., **Mudde, H.** and van Wijk, J. (2009). *Review of the Trilateral WSSD Partnership Indonesian Point of View*. Final Report. Maastricht: Expert Centre for Sustainable Development and Development Cooperation (ECSAD).

Pfisterer, S., de Boer, D., **Mudde, H.**, Van Dijk, M.P., van Tulder, R. (2008). The Effectiveness of Public Private Partnerships in East African Export-Oriented Horticulture - Review of the WSSD Public-Private Partnership Programme in Tanzania, Kenya, Ethiopia (Zambia and Uganda). Maastricht: Expert Centre for Sustainable Development and Development Cooperation (ECSAD).