

Simon Møberg Torp, PhD – Curriculum Vitae

Personal details

Year of birth: 1972

Married to Vicki Møberg Torp PhD, Chief of Staff

Three children: born 2005, 2007, 2009



Managerial positions

- 2013-: **Member of the Executive Board**, University of Southern Denmark (SDU)
Common areas of responsibility: Strategy, management, finances.
6,400 employees. 30,000 students
- 2013-: **Dean** of the Faculty of Humanities, SDU
Areas of responsibility: Management, strategy, research development, finances.
500 permanent faculty and staff. Students: 6,000
- 2010-2013: **Head of Department of Marketing & Management**, SDU. 80 employees
- 2010-2013: **Head of Research: Strategic Communication & Management**, IMM, SDU
- 2009-2010: **Vice Head of Department of Marketing & Management**, SDU
- 2006-2011: **Head of Study: *Marketing, Branding and Communication***, SDU
- 2003-2004: **Co-director** of Brand Base. Partnership between researchers and companies

Education

- PhD Business Administration, SDU
- MA Philosophy, Organization Culture & Communication, SDU

Management education

Harvard University, USA

- Institute for Educational Management (IEM) (July 2016)
- Institute for Management & Leadership in Education (MLE) (June 2014)
- Management Development Program (MDP) (June 2012)

MIT, Sloan School of Management, Massachusetts Institute of Technology, USA

- Executive Certificate in Strategy and Innovation (2015-2017)
- Executive Certificate in Management & Leadership (March-April 2015)

Consultancy and advisory tasks

Simon M. Torp has carried out consultancy and advisory tasks for a large number of Danish and international organizations. E.g. Danish Ministry of Finance, Danfoss, Electrolux, Danish Maritime Officers, Odense Business Council, Grey, Danish Diabetes Association, KMD, TV2, DR, International Advertising Association, Kjaer Group, Danish Society of Actuaries, Odense University Hospital. He has also provided personal advice, sparring and coaching to various executives and directors.

Chairman of the following boards

Chairman of The Centre for Primary and Lower Secondary Education Research. The Centre does research in, with and for the primary and secondary school sector. The Centre strives to

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create an ecology for a good life for children through teaching excellence and school development (2023-)

Chairman of Museum Odense. Museum Odense is a state-recognized, self-governing museum organization that covers archeology, history, the poet H.C. Andersen and the composer Carl Nielsen. Museum Odense offers unique cultural experiences at the six museums and exhibition venues H.C. Andersens House and H.C. Andersen's Childhood Home, the Funen Village, Møntergården – Museum about Odense and Funen, Carl Nielsen's Childhood Home and Thriges Kraftcentral (2022-)

Chairman of VL 39 - The Danish Management Society (2018-2022)

Chairman of the Board of the Danish University Extension in South Denmark (2018-)

Chairman of Museum Sønderjylland (MSJ). Museum Sønderjylland's 10 venues, museums and cultural heritage sites offer experiences and information within a subject range spanning archaeology, art, history and natural history (2018-)

Chairman of the board of Nyborg High School. Various Upper Secondary Education Programs e.g. International Baccalaureate (IB) (Students from more than 40 countries) (2014-)

Other boards, advisory boards and steering committees - selected examples

Member of the board of Work-Live-Stay Southern Denmark. WLS is a non-profit organisation that aims to create better growth conditions in Southern Denmark (involving Southern Danish companies and municipalities, the Region of Southern Denmark etc.) (2019-)

Member of the board of IBC (International Business College) (2018-)

SDU's representative in the North Atlantic Business Club (2016-)

SDU's representative in YERUN (Young European Research Universities). A network consisting of 18 of Europe's younger universities (2019-2023)

Member of the board of University of Southern Denmark Research Fund (2016-2023)

Member of the steering committee for IT-West: a study programme and research partnership between Aarhus University, the University of Southern Denmark and Aalborg University. Responsible for half of all IT Master's graduates in Denmark (2019-2023)

Member of the board of the Danish Institute in Damascus. Appointed by the Minister for Higher Education and Science (2016-2021)

Member of the board of the South Denmark European Office, SDEO, Belgium. Operated by the Region of Southern Denmark, the 22 municipalities in the region, and SDU (2014-2018)

Vice Chairman of the board of Funen Business Club (2013-2015)

Member of advisory board of Future Factory, South Funen. Development project on entrepreneurship in South Funen. Funded with DKK 25 mio. from the EU Social Fund, Regional and Municipal Funds (2011-2014)

Member of the board of E*MBA (Executive Master of Business Administration), AU/ SDU (2012-2013)

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Member of the advisory board of Lillebælt Business Academy for the following programs: Marketing Economist, Marketing, Innovation and Entrepreneurship, Export and Technology, and Trade Economist (2012-2013)

Ministerial councils and committees

- Governmental Small Subjects Council, Ministry of Higher Education and Science (2018-)
- Monitoring group for the Government's language strategy, Ministry of Education and Ministry of Higher Education and Science (2018-2023)
- Working group of the Minister for Cultural Affairs and the Minister of Higher Education and Science on the future organisation of the research library area (2018)
- Reference group of the Ministry of Higher Education and Science on work with the new annual Education and Research Policy Statement (2017)
- Reference group of the Ministry of Higher Education and Science on a national language strategy (2016)

University positions (other)

- 2009-2013: Associate Professor, Department of Marketing & Management, The Faculty of Business and Social Sciences, SDU.
- 2006-2009: Assistant Professor, Department of Marketing & Management, SDU
- 2007: Visiting scholar, Department of Communication, University of Colorado, USA
- 2005-2006: Assistant Research Professor, Department of Marketing & Management, SDU
- 2002-2005: PhD student /Research Assistant, Department of Marketing & Management, SDU
- 2001-2002: Assistant Professor, Department of Language and Communication, SDU

Additional university positions, etc.

- 2006-2008: Part-time Lecturer in Market Communication, Dept. of Marketing & Statistics, Aarhus School of Business
- 2000-2003: Part-time Lecturer in Organization Theory, Department of Management, Politics and Philosophy, Copenhagen Business School
- 2000-2002: Part-time Lecturer in Organization and Management, Dept. of Public Health, University of Southern Denmark
- 2000-2002: Part-time Lecturer in Communication and Culture, Dept. of Public Health, University of Southern Denmark
- 2001: Part-time Lecturer, Center for Language and Business Studies, University of Southern Denmark
- 2001: Part-time Lecturer, Center for Master's Studies in Negotiation, University of Southern Denmark
- 2001: Part-time Lecturer in Organization Culture, Center for Cultural Studies, University of Southern Denmark
- 2001: Part-time Lecturer in Gender and Culture in Organizations, Center for Cultural Studies, University of Southern Denmark
- 1997-1999: Employed by DEL (the Danish Business College Teacher Training Program) in connection with report on school environment and student democracy at business colleges, commissioned by the Ministry of Education.

Teaching

Simon M. Torp has developed several study programs and taught 30 different subjects in organization, management and communication at universities and business schools.

<u>Subject title</u>	<u>Semester</u>
Internal Communication and Leadership (MBD) – ongoing	S 21 –

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Strategic Communication as a Managerial Skill (MBA) x 8	S 10 – F 13
External Communication and Marketing	S 11
Organization Theory (with theory of science)	F 09
Corporate Communication and Change Communication (E-MBA)	F 09
Organisational Communication and Knowledge Management I	F 09
Corporate Communication	S 08
Integrated Market Communication (MA in It, Communication and Organization)	S 07/ S 08
Marketing Communication (BSc in Economics and Business Administration)	F 06
Integrated Marketing Communication (MSc (IT))	S 06 / S 07 / S 08
Organization, Culture and Communication (MA in Int. Corporate Communication)	F 05 / F 06/ F 08
IT-based Communication (MSc. (IT))	F 02
Communication (Supplementary subject – MSc. (IT))	F 02
Communication (BSc in Economics and Business Administration, elective subject)	F 02
Market analysis I: Qualitative methods (Graduate Diploma in Business Administration)	F 02
Organization and Cultural Analysis (Day Studies + Open Education)	F 01 – S 02
Life in Private and Public Sector Organizations	S 02
Organization, Marketing and Communication	S 02
Human Resource Management & Branding	F 01
Communication and Science Theory	F 01
Organizational Culture in Theory and Practice	S 01
Gender and Culture in Organizations	S 01
Business Communication in a Cultural Perspective (Day studies + Aarhus University)	F 00 – S 01
Cultural Theory	S 01
Communication and Information Theory	S 01
Health Policy from a Historical-philosophical Perspective	S 01
Organization Theory and Management	F 00
Lifestyle, Work and Identity	F 00
Organizations and Ethics	S 00
Value (Ø) (Not responsible for development)	F 00 / F 01
Organizational Culture (Day Studies + Open Education)	F 99 – S 00

Recruitment and assessment committees

Chairman of 130+ recruitment committees, and member of assessment committees at Danish and Swedish universities, and judge at DJØF case competitions at CBS.

Study Trips - Management and Innovation

USA: CIC – Cambridge Innovation Center, MIT Innovation Initiative, Venture Café Kendall, The i-lab – Harvard Innovation Lab (March-April 2017)

USA: Hewlett-Packard, Apple, Google, Clayton Christensen Institute, Innovation Centre Denmark, Singularity University, San Francisco State University (January 2015)

Scotland: University of Edinburgh, Scottish Government (Study in Europe) (January 2014)

Public appearances and presentations

Simon M. Torp has held more than 250 research presentations, talks and speeches in Denmark and abroad (e.g. USA, Canada, UK, France, Slovenia, Germany) in Danish, English and German, acting as a management representative and ‘expert’ in a wide range of media (radio, internet and newspapers). He has been included in the Krak Blue Book since 2016.

Publications and editorial work

Simon M. Torp has written a large number of international and Danish articles on strategic communication and management – in journals, anthologies, handbooks and encyclopedia published by, for example, Routledge, SAGE, Wiley-Blackwell and Pearson. In 2008, he won

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an international research award at one of the world's leading conferences in my field. Simon M. Torp has been co-editor of a series of books on communications and the media, and he has been a reviewer for various international publishers and journals.

Selected publications

Søren Askegaard & Simon Møberg Torp: "Cultural corporate branding - An encounter of perspectives" in *Marketing Management: A Cultural Perspective*. ed. Lisa Peñaloza; Nil Toulouse; Luca Visconti. Routledge, 2020. pp. 199-215.

Simon Møberg Torp: "Metaphors in Organization" in Ed. Robert L. Heath & Winni Johansen *International Encyclopedia of Strategic Communication*, Wiley-Blackwell, 2018.

Simon Møberg Torp: "Turns" in ed. Robert L. Heath & Winni Johansen *International Encyclopedia of Strategic Communication*, Wiley-Blackwell, 2018.

Simon Møberg Torp & Lars Pynt Andersen: "Marketing Rhetoric and the Rhetoric of Marketing – Manipulation or Mutuality?" in *Handbook of Organizational Rhetoric and Communication: Foundations of Dialogue, Discourse, Narrative, and Engagement*. Ed. Robert L. Heath & Øyvind Ihlen. Wiley-Blackwell, 2018.

Simon Torp: "Authenticity in Management Metaconversations" in *Strategic Communication: Discursive and dialogic organizations and the stakeholder view: social constructions and functionalist perspectives*, SAGE Benchmarks in Communication, Ed. Heath and Gregory, SAGE Publications, 2015, pp. 321-338.

Simon Møberg Torp: "The Strategic Turn in Communication Science: On the History and Role of Strategy in Communication Science from Ancient Greece Until the Present Day" in *The Routledge Handbook of Strategic Communication*. Routledge, 2015, pp. 34-52.

Søren Askegaard & Simon Torp: "Real People, Real Decisions: Mads Kjaer." In Michael Solomon et al.: *Marketing: Real People, Real Decisions*. Second Edition. Pearson Education Limited, 2013, pp. 299-300.

Søren Askegaard & Simon Torp: "Turning a Corporate Brand Upside-Down: A Case of Cultural Corporate Brand Management" in *Marketing Management: A Cultural Perspective*. ed. / Lisa Peñaloza; Nil Toulouse; Luca Visconti. Routledge, 2012. pp. 212-228.

Simon Torp: "Authenticity in management metaconversations". *Journal of Communication Management*. Vol. 14, no. 3, 2010, pp. 206-222.

Simon Torp: "When PR meets marketing. On the intraorganisational challenges in the implementation of integrated communication" in *Public Relations Cases: International perspectives*. ed. / Danny Moss; Melanie Powell; Barbara DeSanto. Second edition. London: Routledge, 2010. pp. 128-148.

Simon Torp: "Integrated communications: From one look to normative consistency". *Corporate Communications: An International Journal*. Vol. 14, no. 2. 2009. pp. 190-206.

Simon Torp: "Integrated Marketing Communication(s) or Integrated Communication(s)? When terminology matters." In Klement Podnar and Zlatko Jancic (eds.) *Corporate and Marketing Communications as a Strategic Resource; Response to Contemporary use, Challenges and Criticism*. CMC 2008, [Best Paper Award]. Routledge, 2008, pp. 21-29.

Lars Thøger Christensen, A. Fuat Firat and Simon Torp: "The Organization of Integrated Communications. Toward Flexible Integration. *European Journal of Marketing*. Vol. 42. Issue 3/4, 2008 pp. 423-452.

Lars Thøger Christensen, Simon Torp and A. Fuat Firat: "Integrated marketing communication and postmodernity: an odd couple?" *Corporate Communications: An International Journal*. Vol. 10 no. 2, 2005. pp. 156-167.