

# Simon Møberg Torp, PhD – CV

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## Personal details

Year of birth: 1972



## Managerial and administrative positions

2013-: Dean of the Faculty of Humanities, University of Southern Denmark (SDU)  
2013-: Member of the Executive Board, SDU  
2010-2013: Head of Department of Marketing & Management, SDU  
2010-2013: Head of Research: Strategic Communication & Management, IMM, SDU  
2009-2010: Vice Head of Department of Marketing & Management, SDU  
2006-2011: Head of the Marketing, Branding and Communication study programme  
2003-2004: Co-director of Brand Base. Partnership between researchers and companies

## Education

PhD Business Administration (strategic communication) SDU  
MA Philosophy, Organizational Culture & Communication, SDU  
*Focus areas, e.g.: Aesthetics, philosophy of art and music,  
The societal and political role of culture in an inter/national context,  
The significance of art and music for education, formation, and identity*

## Managerial education

### *Harvard University, USA*

- IEM (July 2016), MLE (June 2014), 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)

## Board positions

Chair of the National Museum Board, Ministry of Culture. The state provides an annual operating subsidy of DKK 582 million to state-recognized museums. Responsible for state recognition, classification into basic subsidy categories, and approval of areas of responsibility. Appointed by the Minister of Culture (2025–).

Board Member of the National Film School of Denmark. Deputy Chair of the Board. Appointed by the Minister of Culture (2023–).

Member of the museum council of the National Museum of Denmark. Appointed by the Minister of Culture (2023–).

Chair of the Board of Museum Odense. H.C. Andersen's House, H.C. Andersen's Childhood Home, The Funen Village, TID, Carl Nielsen's Childhood Home, and the Carl Nielsen Museum (2022–2024).

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Chair of the Board of Museum Sønderjylland. Museum Sønderjylland consists of 10 different exhibition venues, museums, and cultural sites covering art, cultural history, archaeology, and natural history across four municipalities (2018–2024).

Chair of the Board of Center for Basic Education Research (CfG). Partnership between SDU, University College Lillebælt, University College South Denmark, University College Absalon, and University College Northern Denmark (2023-)

Chair of the Board for the Danish University Extension in Southern Denmark (2018-)

Chair of the Board for Nyborg Gymnasium (2014-)

Board Member of University of Southern Denmark Research Fund (2016–2023)

Board Member of Media City Odense (MCO). MCO is founded by TV2 Denmark, Jysk Fynske Medier, University of Southern Denmark, and TV2 Fyn (2021-)

Board Member of IBC International Business College (2018-)

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

Chair of VL 39. Danish Society for Business Leadership (2018–2022)

Board Member of the Danish Institute in Damascus. Appointed by the Minister for Education and Research (2016–2021)

Board Member of the South Denmark European Office (SDEO), Belgium (2014–2018)

Board Member of E\*MBA (Executive Master of Business Administration), AU/SDU (2012–2013)

## Ministerial councils and committees

- Government's minor subjects' council, Ministry of Higher Education and Research (2018-)
- Working group on tools for boards at state-owned, independent institutions, Center for Outgoing Quality Work, STUK, Ministry of Children and Education (2024)
- Follow-up group to the Government's Language Strategy, Ministry of Higher Education and Research (2018–2023)
- Working group of the Minister of Culture and the Minister of Higher Education and Research on the future organization of research libraries (2018)
- Ministry of Higher Education and Research's reference group on the annual educational and research policy report (2017)
- Ministry of Higher Education and Research's reference group on a national language strategy (2016)

## Steering committees etc. (selected examples)

Chair of the following steering committees:

- Nordic Humanities Center, KU/SDU, DKK 60 million from the A.P. Møller Foundation (2024, 2026, 2028)
- Brand Hierarchy and Design System (2022–2023)
- Center for Culture and Technology, SDU (2020–)
- SDU's Communication Strategy (2016–2017)
- SDU Design (2013–2019)

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## *Other examples*

- Taskforce for Youth, Odense Municipality (Developing recommendations on how increased participation in cultural life can enhance well-being and social cohesion among young people) (2021–)
- Scholarship Committee, Klub Nordatlanten (Scholarships for students from North Atlantic countries) (2021–)
- Steering Committee for the H.C. Andersen Center (2020–)
- Committee Member, "Fynbo of the Year" (Three-member judging panel under Fyens Stiftstidende) (2019–)
- Steering Group for the Pontoppidan Center (2019–)
- Board of the Centre for Design, Culture & Management (2013–2018)
- Board of the Center for Journalism, chaired by Christian Jensen, Politiken (2013–)
- Expert Panel for Communication & Language (2013–2023)
- Prize Committee for "Reisekammeraten" (scholarship) under H.C. Andersen Festivals (2014–)
- SDU's representative in YERUN (Young European Research Universities) (2019–2023)
- Steering Committee for IT-Vest (Educational and research collaboration between AU, SDU, and AAU) (2019–2023)

## **Advisory boards**

Chair of the H.C. Andersen Advisory Board (2023–)

Advisory Board in the Fremtidsfabrikken Sydfyn. Development project on entrepreneurship in South Funen and the islands. Funded by 25 million DKK from the EU Social Fund, regional and municipal funds (2011-14)

Advisory Board at Lillebælt Business Academy (2012-2013)

## **University positions**

- 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: Research Assistant/Research Fellow, Department of Marketing & Management, SDU
- 2002-2005: PhD student/Research Assistant, Department of Marketing & Management, SDU
- 2001-2002: Research Assistant, Department of Language and Communication, SDU
- 2001-2008: External Lectureships at CBS, ASB, AU, and SDU
- 1996-2001: Teaching Assistant and Instructor, SDU, and teacher at folk high school

## *Other positions*

- 1997-1999: Employed at DEL (Danish Business Pedagogy Teacher Education) for a report on school environment and student democracy at vocational schools commissioned by the Ministry of Education
- 1987-1993: Music School Teacher, Instructor, Private Teacher (Classical and Rhythmic Percussion)

## **Education**

Developed several educational programs and taught 31 different subjects at universities and business schools. Many focusing on culture (including inter- and intracultural relations), leadership, and communication in various aspects.

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## **Leadership consulting etc.**

Consulting and advisory roles for a wide range of Danish and international organizations. E.g.: Central Denmark Region, The Danish Agency for Public Administration (Ministry of Finance), Danfoss, Electrolux, Odense Business Council, Maritime Leaders, various municipalities, Grey, Danish Diabetes Association, KMD, TV 2 Denmark, DR, International Advertising Association, Kjaer Group, The Danish Society of Actuaries, Odense University Hospital, various parochial church councils and Danish upper secondary schools. Offered personal consulting and mentoring to communication managers and executives.

## **Employment and assessment committees**

Chair of 130+ employment committees (museum directors, upper secondary school principals, department heads, professors, associate professors, and assistant professors). Member of advisory hiring committees (prorectors, vice-rectors, deans, and the rector of the National Film School of Denmark). Member of assessment committees at Danish and Swedish universities, as well as judge for DJØF case competitions at CBS in the field of communication.

## **Experience in Political Advocacy and Committee Work**

Through my engagement in the cultural sector and my professional work, I have interacted with civil servants, local and national politicians, and ministers across the political spectrum in Denmark. I have also had the pleasure of engaging with NGO's and dedicated advocates. Additionally, I have participated in various committees under the Ministry of Culture, the Ministry of Higher Education and Science, and the Ministry of Children and Education, as well as presented before the Parliamentary Committee on Culture and the Committee on Research.

## **Public appearances and lectures**

Delivered 250+ research presentations, lectures, and speeches both in Denmark and internationally (e.g., in the US, Canada, the UK, France, Slovenia, and Germany) in Danish, English, and German. Additionally, appeared as a management representative and "expert" in various media outlets (TV, radio, online, and print). Included in Kraks Blå Bog (Who's Who in Denmark) in 2016.

## **Publications and editorial work**

Authored numerous international and Danish articles on strategic communication and leadership, published in journals, anthologies, handbooks, and encyclopedias by publishers such as Routledge, SAGE, Wiley-Blackwell, and Pearson. Awarded an international research prize in 2008 at one of the world's leading conferences in the field. Served as co-editor of a book series on communication and media at Samfundslitteratur. Reviewer for various international publishers and journals.