

# CURRICULUM VITAE - STEINAR M. VALADE-AMLAND

NAME : Steinar Mowatt Valade-Amland mDD  
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BORN : May 25, 1961 in Bergen, Norway

## CURRENT POSITION :

CEO, THREE POINT ZERO

## HONORARY POSITIONS :

Chairman of the board, Norwegian Danish chamber of Commerce and Culture, 2013 –  
Honorary member, Danish Designers, 2013 –  
Evaluator / expert, EU DG Research, 2010 –  
Evaluator / expert, DG Connect, 2015 –  
Member of Advisory Board, Architecture & Design, Aalborg University, 2009 –  
Member of the Board – ICIS International Centre of Creativity, Innovation and Sustainability, 2002 –

## PREVIOUS POSITIONS :

### DENMARK :

2012 - 2015 Project Manager EHDM – European House of Design Management, Danish Designers / Design Denmark  
2000 - 2012 CEO, Danish Designers  
1997 - 2000 Account director / Managing director, PLAN DESIGN A/S ( later Added Value Design and Fitch Copenhagen )  
1994 - 1997 Product-/marketing manager, FIBERTEX A/S ( technical non-woven textiles ) <http://www.fibertex.com>  
1989 - 1994 Export manager, KOMPAN A/S ( playground equipment ) <http://www.kompan.com>

### NORWAY :

1989 - 1989 Project co-ordinator, MK Bergen A/S ( communication agency )  
1988 - 1989 CEO, P3 Radio A/S ( commercial radio station - now Radio 1 )  
1987 - 1988 Project manager - marketing, funding and information, Bergen International Festival  
1985 - 1987 Sales consultant, TRESS A/S ( equipment for schools and childcare )  
1984 - 1985 Information secretary, Åsane Folkehøjskole ( community college )  
1982 - 1984 Forwarding agent, TTB A/S ( transport company )

## PREVIOUS HONORARY POSITIONS :

Vice President, Executive board of Kolding Design School, 2010 - 2014 / Member of advisory board 2007 - 2010  
Member of Danish Chamber of Commerce's Research and Education committee, 2006 - 2010  
Member of Educational Council, Copenhagen School of Design and Technology, 2008 - 2009  
Member of Advisory Board, Danish School of Media and Journalism, 2008 - 2012  
Member of Trade and Promotion Board, Norwegian Embassy in Copenhagen, 2008 - 2009  
Member of Design Expert Group, 2007 - 2009, OHIM ( Office for Harmonization in the Internal Market )  
Member of school council, Glass- and Ceramics School, Bornholm, 2007 - 2009  
Board member, Designmatters, 2002 - 2003 / advisory board member/editorial board member, 2003 - 2005  
Executive board member and treasurer, BEDA (Bureau of European Design Associations), 2002 - 2005  
Vice President, World Design Congress 2005 A/S, 2001 - 2004

## CURRENT AND PREVIOUS MEMBER OF NUMEROUS WORKING GROUPS AND FORA INVITED BY:

Trade Council Denmark, Danish Center for Cultural and Experience Economy, Danish Trade and Construction Agency, FORA Research Unit, CIID, Danish Design Center, Invest in Denmark, Danish Consumer Affairs Agency, Art Council, Danish Patent- and Trade Organization, Chamber of Commerce, City of Copenhagen, Copenhagen Capacity, Danish Cultural Institute, Denmark's Technical University/RISØ, Technological Institute, Øresund IT Academy / Øresund Design, European Academy of Design, Design Support Network (UK), BEDA, NESTA, Design Management Institute, IcoGrada etc.

EU: DG Employment & Social Affairs, DG Education & Culture, DG Enterprise & Industry, DG Research & Innovation, OHIM

## EDUCATIONAL BACKGROUND:

1985 - 1986 Economist NKS  
1984 - 1985 Certificate of Proficiency in English ( Cambridge )  
1977 - 1982 High School – political sciences  
1979 - 1980 High School, OHIO, USA ( exchange student AFS )  
Numerous short-term educational programmes in leadership, languages, project management, coaching, board work etc.

## LANGUAGES :

Norwegian: mother tongue, Danish: fluent, English: fluent, German: conversational, French: conversational

## SELECTED CONTRIBUTIONS TO THE DESIGN, INNOVATION AND CREATIVE INDUSTRIES DISCOURSE

10/01: Johannesburg, South-Africa	06/08: Bergen, Norway	10/13: Riga, Lithuania
11/01: Seoul, Korea	10/08: Paris, France	10/13: St. Petersburg, Russia
01/03: Paris, France	11/08: Torino, Italy	11/13: Johannesburg, South Africa
11/03: Porto, Portugal	01/09: Paris, France	12/13: Athens, Greece
06/06: Taipei, Taiwan	03/09: Essex, UK	03/14: Wien, Austria
07/06: Kyoto, Japan	05/10: Tel Aviv, Israel	03/14: Potsdam, Germany
09/06: Tallinn, Estonia	05/10: Jerusalem, Israel	09/14: Tallinn, Estonia
12/06: Uppsala, Sweden	11/10: Bruxelles, Belgium	01/15: Milan, Italy
01/07: Paris, France	04/11: Umeå, Sweden	01/15: Perugia, Italy
06/07: Taipei, Taiwan	05/11: Porto, Portugal	11/15: Johannesburg, South Africa
10/07: Håmenlinna, Finland	09/12: London, UK	05/16: Limassol, Cyprus
12/07: Alicante, Spain	12/12: Athens, Greece	
04/08: Istanbul, Turkey	12/12: Thessaloniki, Greece	

## ARTICLES / PUBLICATIONS:

- 2004: Design Issues in Europe Today, BEDA – *Design Ethics & Philosophy*  
2005, 2008, 2010: Danish Designers' Manifesto  
2010: Børn, rum, form – arkitektur og design for begyndere – *Hvad gør design – og hvad er design?*  
2011: Danish Designers – *Designerliv - færdiguddannet designer – og hvad så?*  
2011: Design Management Institute ( DMI ) Review – *Design for People, Profit & Planet*  
2013: Destination Denmark – *Danish Design*  
2014: *The BEDA Vision on Design Practice & Professional Design Practice Dossier*  
2014: Creative Sprint, University of Brandenburg - *Design from a value chain perspective: From the anecdotal to the systemic*  
2015: Contributor to The Bloomsbury Encyclopedia of Design - *business design, clients, coordination, cost benefit analysis, design management, design studies, development cycle, needs assessment, not-for-profit, requirements management, scenario method, service design, systemic design, value analysis, vertically integrated design*  
2015: *INNOLITERACY – fra design thinking til håndgribelig forandring ( from design thinking to tangible change )* – DJØF Publishing – ISBN 978-87-574-3494-1

## CLIENTS 2012 - 2014 – THREE POINT ZERO

### Corporate

- FDB / Coop ( Retail ); Design management / project management ( 2012 )  
Louisiana Museum of Modern Art / BODUM; Project management BODUM DESIGN AWARD 2012  
Zealand Pharma; Development and moderation of stakeholder engagement strategy workshop / development of structure and principles for communication strategy ( 2014 )  
Nyhavn Travel; Positioning analysis and strategy recommendations ( 2014 )  
Kähler A/S; Marketing strategy & positioning ( 2014 )  
Triagonal; Growth Strategy ( 2016 )

### Organisations / NGO's:

- Architects' Society ( DK ); Development and moderation of growth conference at DK Parliament ( 2012 ), Development of CPD programme ( 2013 )  
BEDA ( Bureau of European Design Associations ); Editor - BEDA Toolbox ( 2012 ), Professional Working Group Policy Paper & Vision for Design Practice ( 2013 ) Remuneration Practices Survey ( 2015-16 )  
Danish Designers / Design Denmark; Project co-ordination - Nordic Design Impact ( 2013 – 2014 )  
Design for All Denmark; Moderation of 10 year anniversary conference, Copenhagen ( 2012 )  
ICIS: Development of training programme for incubator project in Mali ( 2013 – 2014 )  
Nesoddparken ( N ), Strategy workshop ( 2015 )  
FAOD – Union of Architects and Designers; Event concept and planning ( 2016 )

### Public authorities:

- OBI - Hellenic Intellectual Property Organization; Development & project management / head of selection committee of the exhibition Greek Design=Good Design ( 2013 )  
Region Hovedstaden / Parker Institute; EU project consultancy ( 2015 )  
DOGA – Norwegian Centre of Design & Architecture; Management consultancy ( 2015 )

### Educational institutions:

- University of Brandenburg; Co-author of the book "Creative Sprint" on the creative industries in Europe, published in 2014 as part of the project C2C – Creative Capital Conference ( 2013 )

Jury member for national design competitions / prize schemes ( Israel, France, Poland, Ukraine, Greece )

### EU Expert Evaluator:

- FP7 – "Networking of materials laboratories and innovation actors in various industrial sectors for product or process innovation" (2010/2011)  
FP7 – "New Materials and Methods for the Creative Industries" (2011/2012)  
H2020-NMP-18 panel: "Materials solutions for use in the creative industry sector" ( 2014 )  
H2020-NMP 7 – 2015 "Additive manufacturing for table-top nanofactories" ( 2015 )  
H2020-ICT-19-2015 - Technologies for Creative Industries, Social Media and Convergence (2015)  
H2020-ICT-21-2016: "Support technology transfer to the creative industries" ( 2016 )