

Curriculum Vitae

Annet Aris



Nationality: Dutch

Date of birth: 27 October 1958

PROFESSIONAL FOCUS

1. Management of Media and Internet companies
2. Convergence of Media, Telecom and IT industries
3. Advertising and marketing strategies in the digital world

ACADEMIC ROLES

- 2003– Adjunct Professor of Strategy, INSEAD, where she created and teaches the MBA course “Managing Media Companies”, her research focus is on the impact of digitization on the media industry and the future of marketing in a new media world
- 2004– Visiting Professor at a variety of European universities such as the Rotterdam School of Management, The Netherlands, University of St. Gallen, Switzerland; Hamburg Media School, Germany; University of Westminster, UK;

BOARD ROLES

- 2008– Member of the commission of OPTA, the Dutch regulatory authority responsible for telecom, cable and postal services
- 2008– Member of the supervisory board of the Stichting Beeld & Geluid, Hilversum, The Netherlands, owner of the digital archive and the multi-media museum of the Public Service Broadcasters
- 2007– Chairman of the International Advisory Board of the Faculty of Economics and Business Administration, University of Maastricht
- 2005–2008 Member of the supervisory Board, Tipp 24 AG (Germany’s leading online seller of lottery products)

- 2004– Vice Chairman of the Board, Hansa Heemann AG, Germany (leading mineral water producer in Germany)
- 2004–2007 Non-executive Board member of Grupo Media Capital, Portugal (owner of Portugal’s leading commercial TV broadcaster tvI, also active in radio, magazine publishing, Internet and outdoor advertising), member of audit and nomination committee

EXPERT ACTIVITIES

Annet is the co-author of the book “Managing Media Companies: Harnessing Creative Value”, by Annet Aris and Jacques Bughin, Wiley, 2005

She is a frequently asked key note speaker at conferences of media industry associations and senior management meetings of media companies and large advertisers across Europe.

She also board counselor of a variety of European media companies and large advertisers

PREVIOUS WORK EXPERIENCE

- 1999–2003 McKinsey& Co. **Munich**: Leader German Media Practice, Member of personnel evaluation committee
- 1994–2003 McKinsey& Co. **Munich**: Partner (focus: consumer goods, transportation, media) also responsible for the women initiative.
- 1990–1994 McKinsey& Co. **Munich**: (Senior) Engagement Manager
- 1989–1990 McKinsey& Co. **Amsterdam**: Engagement Manager
- 1987–1988 McKinsey& Co. **London**: Associate
- 1985–1986 McKinsey& Co. **Amsterdam**: Fellow Program
- 1984 Casa Grande, **Trujillo**, largest sugar cane plantation in Peru, internship, feasibility study of new irrigation concept

EDUCATION

- 1985–1986 MBA INSEAD (with distinction, top 5)
- 1982–1984 MSc Land planning and operations research, University of Wageningen, the Netherlands (with distinction)
- 1977–1982 BSc Land planning, University of Wageningen, the Netherlands (with distinction)

OTHER ACTIVITIES

- 1995–2003 Founder and Chairman of "Kinderhilfe Rumaenien e.V." (Children Help Rumania), charitable foundation to support Rumanian Orphans