



Name: Dr. Andri Ottesen

Rank: Assistant Professor – Management

### **Personal Information**

Nationality: Iceland

**AU Joining Date:** 25 Aug 2013

E-Mail Address: a.ottesen@au.edu.kw

#### **Professional Information**

<b>Education:</b>	2016	Level 3IVQ Advanced Diploma in Teaching, Training, and Assessing Learning.
		City and Guild London, UK

2012 PWC/Hogan Leadership Coaching – 12 months individualized program for betterment in leadership practice.

2007 Ph.D. International Business Management - International School of Management in Paris/NY Accredited: The Association of Collegiate Business Schools and Programs (ACBSP)

European Council for Business Education (ECBE)

Top 150 world-wide business school for executive education (Ivy Exec.) Concentration: Finance, Leadership and Qualitative Forecasting

Thesis: Comparative Analysis of Business Environments: Threats and Opportunities for the Future

2002 Research Scholar in the field of Strategy and Innovations at Stanford University -Research: Business Angels and Innovations. Sponsored by the (Scandinavian) Nordic Ministerial Council.

2000 Research Scholar of Political Economy at University of Leipzig, Germany Research: Development of Business Environments of Eastern Germany after the unifications as a future case study for development of Business Environments of Eastern Europe. Tuition and Stipend from DAAD (German Ministry of Educations)

2000 Ph.D. Studies in Strategic Management at University of Iceland – 90 Transferred to ISM in 2003.

1999 MA in Commerce from Otaru University of Commerce in Japan Concentration: Comparative Management and Strategies



	Research: Strategic Development of International Companies Japanese vs American management styles. Tuition and Stipend paid by Monbusho — Japanese Ministry of Education — National Scholarship given to 1 person yearly from every country.  1996 MBA from the California State University at Fullerton, — Mihaylo Collage for Business and Economics. Accredited: (AACSB) — 17th Best Business School in America 2021 — US News Best Schools. Concentration: Entrepreneurial Master of Business Administration Research: Business Plans for startups — Graduate Teaching Assistant scholarship for Department of Marketing — teaching marketing to undergraduates and assisting Marketing Professors.  1995 BA International Business and Foreign Languages (Spanish & German) from California State University at Fullerton — Mihaylo Collage for Business and Economics. Accredited: (AACSB) Concentration: International Marketing, Scholarship Winner of International Marketing Association for 1995
Specialization:	Sustainable and renewable Entrepreneurship and Innovation
	Management
	- Green Tech/ Clean Fuel, Electric Cars
	<ul><li>Scenario &amp; Qualitative Forecasting</li><li>Brain Based Learning, Teaching to the Human Brain</li></ul>
Current Academic	Assistant Professor
Position:	Assistant Frotessor
Current Professional Positions:	Assistant Professor, Department of Management
Previous Administrative Position Held:	Deputy Head of the Management Department
Previous Academic Positions Held:	2005 – 2006 Chief Economic/Researcher, Agriculture University of Iceland/Statistic Unit.
	Economic Advisor J9 Civilian Military Cooperation to NATO Kosovo Force In 2003 – Wrote Economic Security Briefings to NATO HQ in Naples, Italy – Part of Task Force with Military Intelligence and <u>UN Security Police to research Human Trafficking in the Kosovo</u> .  Various Adjunct Positions at 5 universities in Iceland along with industrial positions.  Head of Division Ministry of Finance – Wrote frequent memos to Minister of Finance and answered requests from Member of Parliament. Published
	in the Ministry of Finance Web-publications
Fellowships And Honors:	<ul> <li>Non-Article 5 NATO medal for Peace Building in the Balkans.</li> <li>Scholarship from DAAD Germany Ministry of Education</li> <li>Scholarship from Monbusho Japanese Ministry of Education</li> <li>Scholarship from California State University</li> <li>Scholarship from International Marketing Association</li> <li>Scholarship from Nordic Ministerial Council</li> </ul>



## Teaching Experience:

 2013-Present Asst. Professor, College of Business – Australian University (AU), Kuwait

Focus – Innovations, Entrepreneurship, International Management, and Strategic Management, also stand in teacher for various Marketing, and Human Resources units.

- Adjunct of Economics, and Post Graduate Business Studies at Bifrost University 2006 & 2011-2013
- Successfully valuated as Assistant Professor by The National University of Iceland in 2010.
- Adjunct of Finance at Icelandic Technical Collage 2007-2009 (University bridge program)
- Adjunct of Management Agriculture University of Iceland 2005-2006
- Adjunct of Corporate Strategy at University of Iceland 2001-2003
- Adjunct of Strategic Planning at Technical University in 1996, (University of Reykjavik)
- Investor Readiness Training to Startups Klak-Startup Iceland/Seedforum International (Subsidiary of Reykjavik University and IBM)

# Industrial And Technical Experience:

- 2013-Present Asst. Professor, College of Business Australian **University (AU)** – ACBSP Accredited, Course/Unit-leadership for Product and Service Innovations, Entrepreneurship, International Management, and Strategic Management, Digital Marketing, and Market Planning, Principles of Management, Organizational Behavior and Principles of Marketing. Have taught 12 other courses in Marketing, Management and Human Resources. Deputy Head of Department of Management from September 2015-2017. Co-Organized conferences on Entrepreneurship. Special award for valuable contribution to the College of Business in relations to Innovation and Entrepreneurship. Have successfully applied for 3 grants for AU. One was to establish Center for Entrepreneurship 2013 and another one was 2-year international project that was awarded AU worth 75.000 GBP in a competitive bid against all Universities and Research Institution in Kuwait. Represent Australian University as Associate Fellows and Divisional Coordinator for Environment and Development. At the Center for Sustainability Research and Consultancy (CSRC) -Think tank for sustainable development of the Emerging Economies
- 2007 2013 Director of Operations, CARBON RECYCLING INTERNATIONAL.
- Seeking Listing on Norway Stock market with factories in Norway, Iceland, China, Germany, Denmark.



- Fund Raising: Supported activities of investment in to CRI to raise funds of USD 8 million from both US and Icelandic investors. Lead the team to develop investment package which includes, business plan, financial plan, and product and market plan. Supported the negotiations with the investors on company evaluation and prospects.
- Budgeting, Forecasting and Accounting: Responsible for forecasting and current income and cash flow statements of the company. Signoff authority on all finances and accounting of the company. Developed from scratch and directing the finance department till 2011.
- Contract Development: Instrumental in developing and obtaining feedstock purchase and fuel sales agreements, the most important contracts for the company. Key player in obtaining Engineering Services Agreement from Mannvit Engineering, the largest engineering company in Iceland.
- Regulatory Affairs: Responsible for lobbying for all permits for CRI's industrial scale plant along with gaining public support. Have obtained environmental, rural planning, operational and building permits to date. Responsible for negotiating and obtaining special benefits from Ministries of Finance, Industry and Environment in Iceland. Communication with various regulatory and monitory authorities and financial bodies' viz. Energy Authority, Planning Agency, Environmental Agency, Labor Directorate, Central Bank.
- R&D and Research Grants: Responsible for operation and management of CRI's laboratory, government grants. Applied successfully for three governmental research grants as well as R&D expenditure repayment grants, and the 7th Framework EU grant, total worth of 2,5 million dollars. EU Project Manager for flex fuel vehicle car fleet trial running on renewable methanol program financed by Methanex. Co-headed trials working with drag racing team using 100% renewable methanol. Shared responsibility with R&D Director. Worked closely with Dr. Robert Zubrin and his team the head of NASA Mars Mission and Professor Georg Olah, (Nobel Laureate in Chemistry 1994) and his team.
- Logistics & storage: In charge of all logistic and storage, including setting up large storage station at Keflavík airport for methanol, shipping methanol to Holland, installing and maintaining small methanol station in Reykjavík, and handing all repackaging of renewable methanol for delivery into bio-diesel production and motor sports.



- Sales & Marketing: In charge for all sales and marketing for non-fuel blending applications, including to motorsports, fuel cells and chemicals.
- Public Relations: Company representative towards the local/national governments and foreign dignitaries, embassy relations, trade association and universities. Appeared and presented the company and its vision in public events and conferences in more than 50 events.
- Human Resource Management: Have hired and retained 28 full time employees and 8 fixed contractors from 2 persons operations when joining the company. Supervise handling visas and resident permits and 20 student's internship programs. In charge of salary decisions and calculations. Training on company policy and procedures.
- Purchasing: Sign-off authority for most company purchases (with co-approval of Finance Director from 2011 for larger ticket items).

### • 2006-2008 General Director, KLAK-Startup Iceland

- General Operations: Responsible for strategy planning in cooperation with the board, finances, planning and surveillance of operations and projects and reporting to board. Merged IBM Start-Up Center with University of Reykjavik to increase the startup companies at the innovation center by three-fold.
- Startup consulting: Provided executive consulting to establish operations and develop business plans, market plans and grant applications for up to 5 companies to support fund raising including Carbon Recycling International.
- Director for hire: Worked mainly for Carbon Recycling International as Director of Operations and Financing from 2007.

### • 2006 - 2008 Chairman & Managing Director, SEED FORUM ICELAND

- Seed Forum is a non-profit international organization, which has operation agreement with KLAK/Startup-Iceland.
- Responsibilities include fund raising of ISK 12Mn from individual companies and securing governmental support to incorporate seed forum on national budget. Supported 15 startups in Iceland by:
- Providing intensive training on investors relations
- Develop presentation material, support networking and the tutoring
- Provide training on initial negotiations with investors
- Conference Organization: Organized 2 international, investor relations conferences with an attendance of over 100 investors for 8 companies from Seed Forum in each conference. Supported



attendance of Icelandic companies in conferences of other Seed Forums in UK, Scandinavia and USA.

### 2005 - 2006 Chief Economist/Researcher, AGRICULTURAL UNIVERSITY OF ICELAND

- Reports: Cost-effectiveness analysis of governmental programs to eliminate animal diseases in Iceland (Commissioned by the Ministry of Agriculture) – Was used to change laws on animal disease prevention.
- Teaching: Business Operations, Finance and Marketing.

## 2003 NATO-KOSOVO MAJOR J9 LIASAON OFFICER FOR ECONOMIC AFFAIR AND PEACEBUILDING

7 months deployment as Liaison Officer/Civilian-Military-Co-Operation in Pristina- Kosovo. –J9 for NATO to UN and EU in Kosovo Rank: Mayor. Economic Advisor for Kosovo NATO Force – Military Attaché to UNESCO during High Commissioner visit for Cultural Heritage of Kosovo.

Team member and co-author of Human Trafficking in Kosovo 2003 - Co-operations in Project between UN Security Police and NATO Military Intelligence. Writer of weekly economic security updates to NATO Joint Force Command Center in Naples, Italy (13 Reports). Recipient of NATO non-article 5 Medal for Peace Keeping in the Balkans in 2003.

## • 1999-2005 MINISTRY OF FINANCE REYKJAVIK, ICELAND Head of Division/Budget Analyst -

- Budget coordination: Responsible for coordinating budget for Ministries of industry, commerce, agriculture, fishery and environment. Prepared and responsible for part of the budget law for expenses of 25 B. ISK p.a. (400 million dollars in 2005). Read all government bills and regulations within field of employment and job creations to provide and approve cost estimate for the budget.
- Auditing: Part of auditing team for Governmental projects with more than 4% budget deficit.
- Strategy and Reports: Consultant to Minister of Finance on employment affairs. Regular appearance in front of Budgetary Congress Committee as Expert on Employment and Industrial Affairs.
- Major reports: Cost of monitoring and utilization of natural resources in Iceland (Commissioned by the Prime Ministry-Natural



- Resources taxation Committee). Was used to calculated the resource tax on industries and business (Auðlindagjald).
- Iceland 2010 (Commissioned by the Ministry of Finance), paper submitted at a conference of Business and Economist Association (Key Note Speaker) and also printed at the business section of the Morning Paper.
- 11 articles among Collection of Article published by the (Icelandic)
   Ministry of Finance from 2001-2004 on Economic Affairs." –
   https://www.stjornarradid.is/media/fjarmalaraduneyti media/media/vefrit/vefrit\_fjarmalaraduneytisins\_2001\_2004\_i.pdf
- Employment, Industry and Environments (Industry, Fisheries, Agriculture, Banking) section in the Bill of National Budget Book – About 30 pages in each of the Budget book 1999,2000,2001,2002,2003,2004.
- Legally binding impact analysis on the national budget for all governmental bills in areas of employments, Industries and Environments. About 2000 Budget Impact Analysis.
- Policy Memorandum to the Minister of Finance Employment, Industrial and Environmental Affairs. About 50 in total.
- Reports to answer requests toward the Minister of Finance from Member of Parliament – 10 reports on expenditure in area of Employment, Industry and Environments.
- 1996-1997 HUGRUN/ STARODDI Marketing Director
- Responsible for sales and marketing of high precision scientific measurement equipment to 28 countries
- Automatic weather stations, load monitory equipment for high voltage electric lines and avalanche protection systems, various equipment for oceanic research
- Part of the executive team
- Responsible for writing the business plan and prepare the company for growth and investor relations.
- Part Time BOARDS MEMBERSHIPS, COMMITTIES AND PROJECTS
- Chairman/Co-Owner of the Board of General Systems and Software Itd and Co-Owner. (1999-2001)
- Chairman of the Board/Board Member/ of AFS-Iceland International Student Exchange (1999-2008)
- Advisory board for economic affairs of Business and Economist Association (2001-2003)
- Chairman of the Board of Saga Systems Ltd. Driving monitoring system, adopted in fleets of security cars and postal cars. (2001)



	<ul> <li>Board Member of Sjálfstæðisfélag Borgarfjarðar, Political Party of Conservatives in West of Iceland (2005-2006)</li> <li>Board member and Stand-in for Chairman (for the CEO of CRI) of Clean Tech Iceland (2010-2012)</li> <li>Board Member for Association of Start-ups and Innovation Companies – Federations of Industries. (2012-2013)</li> <li>Head Concept Designer and Project Manager of Helguvik Green Chemical Cluster Project (2013)</li> </ul>
Research Interest:	<ul> <li>Green tech, Clean Teach, Electric Vehicles, Health Tech</li> </ul>
	<ul> <li>Green Chemistry, Entrepreneurship Finance,</li> </ul>
	<ul> <li>Qualitative forecasting</li> </ul>
Research Grants:	Successful Grant Applicant and Project Manager of Governmental Projects total worth 2.7 million USD in External Funding:
	<b>London of Economics – Middle East Cente</b> r 2-year funding of 75.000 GBP to study Attitude toward Electric Vehicles in Kuwait. 2021
	AU Internal Grant - To Research Why there are so few EVs in Kuwait 2020
	Successful application to the Board of AU to establish Entrepreneurial Center. 2013
	Catalysts and Processes 2007-2010 (2010-2013) — Chief Grant Applicant and Project Manager for externally funded research program by the Icelandic Research Council partnering with the National Laboratory and the Mars Program of NASA. Objective: Prove of Process and Technology to convert industrial emitted CO2 to transportation fuels. Program extended with another successful grant application from 2010 till 2013.
	Gasification and Fuel Making 2008-2011 Chief Grant Applicant and Co-Project Manager for externally funded research program by the Icelandic Research Council partnering with the National Laboratory and Icelandic Waste Management Company - SORPA. Objective: To convert bio-degradable company and domestic waste into transportation fuel by gasifying with pure oxygen.
	CO2 to fine Chemicals 2013-2016 — Successful grant applicant (Legal Representative on behalf of CRI The LEAR) along with 8 companies from 5 countries to the 7th Framework, Research Program of the European Union. Objective to convert industrial emission like CO2 into fine chemicals used commercially in industries. (Co-Project Manager along with Head of Research at CRI).

**ISO Chemical Engineering** Chief Grant Applications and Co-Project Manager for externally funded research program by the Icelandic Research Council partnering with the National Laboratory and Icelandic Process Development. Objective: To build derivative products from methanol



**Prototyping of Salination Datalogger.** Design, prototyping and testing of Datalogger to measure salinity and waves for long term ocean deployment. For Oceanographic research institutes Principal Investigator to the Research Council of Iceland and Hugrun Scientific Instruments (Now StartOddi)

Fleet Testing Flex Fuel cars running on Renewable Methanol made by Carbon Recycling International from CO2 2013 – Project Manager of running fleets of cars on variety of flex fuel blends to test for drivability against gasoline cars. (Commissioned by METANEX – NASDAQ listed Company).

Head designer for Green/Clean Chemical Cluster at South West Corner of Iceland. Project stopped in summer 2013 as funding was stopped. Initially was supposed to be funded by EU – IPA grant for EU applicants but revoked as Iceland withdrew its applications to EU, which stopped the project. Partly funded by Municipality of Reykjanes, Harbor Authority of Reykjanes, and South Iceland Engineering Company.

**POST PAYMENT R&D GRANT - ICELANDIC RESEARCH COUNSEL** Applied successfully three times for maximum grant for repayment for R&D expenditures from 2011-2013. Total worth over half a million USD.

## Research and Publications including Journal and Books:

- 1. Attitudes of Drivers towards Electric Cars in Kuwait Journal of Sustainability 2022– (Q1-1st author)
- 2. Driving Factors Behind Women Switch to Electric Cars in Conservative Kuwait Journal Women Entrepreneurship 2022 (Q3-1st Author)
- 3. Lessons Learned from Mena's Biggest Exit the Case of Talabat and Formation of Entrepreneurial Model to Spot the Barrier to Growth and out of Valley of Death Saudi Journal of Business and Management Studies (1st Author)
- 4. How to Sell Zero Emission Vehicles in a Country where Petrol is Almost for free Case of Kuwait Case of Kuwait Journal of Management Science (1st author 2022)
- 5 Electric Cars in an Emerging Market: Attitudes and Preferences of Kuwaiti Car Owners, Journal of Global Knowledge, Memory and Communication (Q2 -1st author Under Review 2022)
- 6. Customers' Preferences of Electric Cars in An Emerging Market: Kuwait Journal Helion (Q1 1st author under review 2022)
- 7. Why There so few EVs in Kuwait and how to amend it. International Journal of Engineering & Technology 8th Edition 2021 (1st author, Scopus Indexed)
- 8. Technology Acceptance of Mobile Health Application in GCC Countries: Case of Kuwait. International Journal of Engineering & Technology 2019 (2nd author, Scopus Indexed)
- 9. The Future of Electric Cars in Iceland: Market Readiness and Growth Opportunities. Asia Pacific Journal of Advance Business and Social Studies, 2015
- 10. Creativity vs. Conformity—How do small firms maintain creativity in project strategy?" Journal of Engineering at the University of Iceland (2009) Book Chapters
- 11. Early Adopter Nations for Electric Vehicles: The Case of Iceland, Book chapter in Gulf Conference on Sustainable Built Environments (Springer Books,



- 2020). The first MIT-Kuwait Signature Project. (1st Author, per reviewed & Scopus Indexed)
- 12. Chemical Cluster and Energy Hub Iceland, Book chapter in 2052 Scenarios for the Future (2019). A Bestseller in the summer 2019 in Iceland.
- 13. A Simulative Comparison of Output Commercial Value, Employment and Pollution Levels between a Chemical Cluster and Standalone Chemical Smelter". Book Chapter in Leadership, Innovation and Entrepreneurship as Driving Force of the Global Economy. Published by Springer Books in Dubai, UAE (2016) (1st Author, per reviewed &Scopus Indexed)
- 14. Three Future Scenarios for Ten Year Economic and Social development of Small Island State Book Chapter in Managing Effectively in the New Fiscal Reality Published by Accreditations Council of Business School and Programs. 2009
- 15. Author of 11 articles in a webbook published of collection of articles by Ministry of Finance from 2001-2009.

#### Reports

- 16. Governmental Expenditures on Monitoring and Utilizing Natural Resources in Iceland, 1998-2004. Report commissioned by the Prime Minister's office (2005)
- 17. Governmental costs of procedures to prevent the spread of scrapie and poxviridae in farm animals from 1998-2004, along with economic analysis of effectiveness of current procedures. Commissioned by the Iceland Ministry of Agriculture (2007)
- 18. World Richest or a Dying nation' Scenario Forecasting Icelandic Economic Situation 15 years into the future. Report Commissioned by the Iceland Ministry of Finance (2000) Forecasted the bank crises 8 years later. Report was printed in Parts in the Icelandic Morning paper in February 2001

### Other Publications

19. 26 newspaper articles and interviews published as Director of Carbon Recycling International; Director of Start-up-Iceland; Chairman and CEO of Seed Forum Iceland; NATO Officer; and Chairman of AFS student Exchange

# Paper Presentations at Professional Conferences:

- 1. Attitudes towards Electric Vehicle in Kuwait: A Mixed Method Approach 40th EBES Istanbul Conference Volume 1 (8) 2022
- 2. Electric Vehicles A Value Proposition for Emerging Markets. The Case of Kuwait 38th EBES CONFERENCE WARSAW PROCEEDINGS VOLUME I 1 (1), 98-109, 2022
- 3. A New Model for Startups Development, Financing and Knowledge Creation in Oil Countries The case of Kuwaiti Entrepreneurs, 38th EBES CONFERENCE WARSAW 1 (1), 109-122, 2022
- 4. Future Kuwait: Prosperity, Stagnation or Decline, Scenario Forecasting for next 15 years. Accepted conference proceedings for 2022 Australian University, College of Business Conference
- 5. Autonomous Vehicles: A Value Proposition for Emerging Markets. The Case of Kuwait. Accepted conference proceedings for 2022 at Australian University, College of Business Conference
- 6. Health Solutions in Middle East Countries". Paper presented at the Asia Institute of Technology conference in Bangkok, 2018. Received award for Best Paper.



- 7. "Early Adopter Nations for Electric Cars" Paper for KFAS Gulf Conference on Sustainable Built Environments. Presented at Kuwait Foundations for the Advancement of Sciences (Salwa, Kuwait 2019)
- 8. "Time to Rethink Health Care and ICT Innovation: The Case of Kuwait" Presentation at the Lebanese American University Conference in Information Science (Beirut, Lebanon 2017)
- 9. "Q-Methodology as Innovative Research Method in Knowledge Management", Chapter in the proceedings of the Global Trends in Academic Research (GTAR) conference in Bandung, Indonesia (2015)
- 10. "Businesses' Sustainable Strategies in Practice: The Case of Emerging-Market Kuwait" Presentation to the International Conference Presentation on Innovation in Economics and Business Barcelona (Spain 2015)
- 11. "Brain-Based Learning and the Biology of the Brain" Presentation delivered at the annual International Conference on Health Care Practitioners (Reykjavík 2011). Conference theme: Healing the Healers. Received Best Presentation Award. Presented again at AU Business Talks for Faculty and Staff in 2018
- 12. "Governmental costs of procedures to prevent the spread of scrapie and poxviridae in farm animals from 1998-2004 along with economic analysis effectiveness of current procedures". Book Chapter in the proceedings of the Agricultural Science conference in Reykjavik, 2007 (pp. 272-280). Published jointly by the Agricultural University of Iceland and the Farmers' Association of Iceland.
- 13. "A Bell Curve of Quality Attributes: Beyond the completive strategy and value chain". Chapter in the proceedings of the Research in Social Sciences conference in Reykjavik, 2003 (pp. 20-30). Published by the University of Iceland (2003).
- 14. "Three scenarios for near-future development" Presentation delivered as a Keynote Speaker at The Association of Economists and Business Practitioners in Iceland (2010). The text of the presentation was published in the Icelandic Morning Paper (largest in Iceland) over a period of two weeks in February 2001.

# University Service including committee Membership:

Applied successfully to the board AU along with the Head of Business School, Professor Yasin Jehad in 2015 to open up the Entrepreneurship Center. Represented the University in several meetings on Entrepreneurship and Startup Kuwait. Was the lead on the Industrial relation 2013-2014

### **National Service:**

- A) Alumni network of present and former PI of London School of Economics -Middle East Center Kuwait Program
- B) Associate Fellows and Divisional Coordinator for Environment and Development. At the Center for Sustainability Research and Consultancy (CSRC) Think tank for sustainable development of the Emerging

Economies.https://www.globalcsrc.org/environment-and-development/German Business

- C) Australian Kuwaiti Business Association member
- D) German Kuwaiti Business Associate member
- E) F. Director of the Board of AFS student exchange
- F) F. Board Member of Clean Tech Iceland and SME Association both under The Federations of Industries in Iceland



**University** Member in College Curriculum Development Committee

**Committees:** Member in Management Department Council

Member in Management Validation & Moderation Committee

Member in Project Based Learning Committee

Member in Events Committee

Member in Research Committee