

PROFESSIONAL PROFILE

Design management professional with strong client interaction, delivering strategic thinking across all levels. Great skills in integrating design & innovation within corporate business, with a good understanding of the design profession, its processes & teams.

One of the two founding partners of PARK, Frans Joziasse holds an MBA in design management from the University of Westminster (London, UK) and lectures/ teaches at several universities throughout Europe and the US and at the Conferences of the Design Management Institute on strategic design management issues.

Having graduated as an industrial design engineer from Delft in 1986, he founded his own industrial design consultancy in Rotterdam, founding PARK two year later in 1998. Since, Joziasse, has been cited for numerous awards for design & design excellence.

He was a member of the Board of Industrial Designers in the Netherlands from 1992 till 1995 and co-founded the German Design Management Forum (DMF) in 2000 aimed at helping companies develop design management skills. In 2010 Joziasse co-founded GROW, a design management education program.



FRANS JOZIASSE

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address:	Waterloohain 9 22769 Hamburg
nationality:	Dutch
date of birth:	March 26, 1962
leisure activities:	family, cooking, jazz, cycling, history, sailing, skiing and gardening

BACKGROUND

2010	Co-founder & Director, GROW (DE & NL)
1998	Co-founder & Director, PARK (DE & NL)
1997 - 1999	Account Director, NPK Industrial Design (DE)
1995 - 1998	Senior Consultant, DesignNet (NL)
1987 - 1995	Co-founder & Director, EJOB design (NL)
1986 - 1987	Industrial Designer, Ista Ind. Design (NL)

CLIENT EXAMPLES

Airbus, AM, Schiphol Airport, Audi, BDF, BMW, booz&co, bugaboo, burgbad, Grundfos, GSK, Hyundai & KIA Motors, Johnson Controls, kvadrat, LEGO, Mexx, Miele, Nestlé, niko, PANalytical, RB, Roca, Siemens, Siematic, Sony, Vaillant, VW, VOX, WDR

PERSONAL QUALITIES

entrepreneurial, confident, flexible, committed, empathetic, communicative

EDUCATION

1999	MBA Design Management (with merit), University of Westminster, London (UK)
1986	MSc.(HONS) Industrial Design Engineering University of Delft (NL)

LANGUAGES

Dutch	native	Italian	basic
English	fluent	French	basic
German	fluent		

HONOURS & AWARDS

1992 - 1995	Board of Industrial Design (NL)
2003	Gute Industrie Form, Hannover (DE)
1999 / 2001	Advisory Panel & Quality Assessment Agency, University of Westminster (UK)

LECTURES

- 2012 *Design Leadership & Innovation*
GSK Global Design, Munich (DE)
- 2012 *Design & Innovation Management*
Ubuntu, Copenhagen (DK)
- 2011 *The Importance of Design Management*
Beiersdorf Packaging Development, Lüneburg (DE)
- 2010 *Multi-Disciplinary Design Innovation*
University of Newcastle, School of Design (UK)
- 2009 *Co-Creation & Service Design*
Pro-Design, Poznan (PL)
- 2008 *MDM & MBM Class Reunion*
EURIB, Rotterdam (NL)
- 2007 *Design Management*
Lucerne University of Applied Sciences & Arts (CH)
- 2006 *Design and Innovation*
Domus Academy, Milan (IT)
- 2007 *Design and Business*
Ecole Superior Toulon, Toulon (FR)
- 2006 *Creative Leadership Conference*
EURIB, Amsterdam (NL)

SPECIALITIES

Excellent understanding of branding & marketing strategies, strong experience in design processes & large affinity with design research.

PUBLICATIONS

- 2011 *The Soul of Design Leadership*,
DMI Review
- 2011 *Design Leadership & Its Limits*,
Chapter in The Handbook of Design Management
by R. Cooper, S. Junginger & t. Lockwood
- 2009 *The Next Phase: Laying Bare the Contributions of Design*,
DMI Review
- 2009 *Corporate Strategy: Bringing D.M. into the Fold*,
Chapter in Building Design Strategy
by Lockwood and Walton
- 2008 *Design Management & Corporate Culture*,
Interview in PAGE, February
- 2007 *East/West Perspectives on Design Management*,
DMI Journal

