



# Maarten Nijhoff Asser

Leading Authority on Managing Cultural Diversity



## CSA CELEBRITY SPEAKERS

Maarten Nijhoff Asser leads the team at the Trompenaars-Hampden-Turner Intercultural Management Consulting in the United States, based in Cambridge, MA. He is responsible for working closely with international clients and developing executive learning programs and consulting projects based on THT's Culture for Business Concept.

**"Maarten challenges many of the cultural biases that shape our thinking and business practices"**

### In detail

Maarten graduated from the University of Amsterdam, Faculty of Law, with a degree in international organizations and intellectual property (1987). Further studies include an MBA in Innovation, Strategy, Information & Technology (1997) from THESEUS International Management Institute in Sophia Antipolis, France, and extensive coursework at New York University. He worked as an independent consultant for various organisations before his term at THESEUS Institute. During his MBA, he developed Scenario Planning workshops for the IT-function of ABN AMRO bank. After three years as senior consultant in the Amsterdam office of THT, Maarten relocated to the U.S., where he has been responsible for the continuous development of the company's interactive, multi media, and publishing activities.

### What he offers you

Maarten's areas of expertise include the facilitation of change management processes at senior management level, and the development of scenario planning workshops. He uses his experience and expertise to show decision makers how careful management of cultural differences can create better relationships and team building and lead directly to improved business performance.

### How he presents

Maarten's engaging presentation style, his professional insights, and personal anecdotes have made him a highly regarded speaker on intercultural competence for professional audiences large and small around the world.

### Topics

Change Management  
Strategic Dilemma Reconciliation  
Organizational Learning  
Information and Technology Transfer  
Intellectual Property  
The Development of Scenario Planning Workshops

### Languages

He presents in English or Dutch.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

**2001**

21 Leaders for the 21st Century