

# Center for Digital Transformation

UCI Paul Merage School of Business

## Advisory Board

**Peter Hinssen**

**Chairman & Co-Founder**

**nexxworks**

Peter Hinssen (1969) is one of Europe's thought leaders on the impact of technology on our society. He has a focus on the consumer adoption of technology, on the impact of the networked digital society and on the Alignment between Business and IT. He collaborates with organizations in the areas of IT Strategy, Transformation, Fusion and Coaching, in Europe as well as in North America.

Peter Hinssen is co-founder of Across Group and CEO of Across Technology ([www.a-cross.com](http://www.a-cross.com)). Peter is currently involved as a coach to executives to develop future innovation perspectives, and is a board advisor on subjects related to innovation and IT. He develops executive education workshops and awareness sessions to bridge business challenges with IT solutions, and to leverage the innovation potential of IT.

He lectures on IT Strategy and Technology & Organization future challenges at various business schools in Europe such as London Business School and TiasNimbas Business School (Netherlands), and is a visiting faculty at Antwerp Management School (Belgium). Peter is a passionate keynote speaker frequently welcomed at Global CIO forums and conferences around the world.

Peter's first book "Business/IT Fusion" (2008) has recently been reprinted and over 5000 copies have been sold. The book provides a roadmap for the journey to completely rethink and radically transform IT. In his second book "The New Normal" (2010), Peter explains the New Normal concept – an idea which suggests we are now halfway in the digital revolution. He prepares the reader for the future: we have already gone through a lot of changes but what lies ahead will be even more challenging.

Peter Hinssen has a master's degree in Telecommunications and Electronic Engineering from Ghent University, Belgium. After graduating he joined Alcatel Telecom working in the Multimedia Research Centre. He was involved in the design and implementation of Interactive Television. Peter Hinssen was later involved in the Interactive Television Trials for the Bermuda Telephone Company and British Telecom