

Peter Hinssen

Across Technology Managing Partner



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Key areas of expertise

- IT Strategy
- Business-IT Fusion
- IT Leadership
- IT Marketing and Communications
- The Digital Revolution beyond Web 2.0
- Content and Collaboration Strategies
- Technology as an Innovation Enabler

About Peter Hinssen

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). 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.

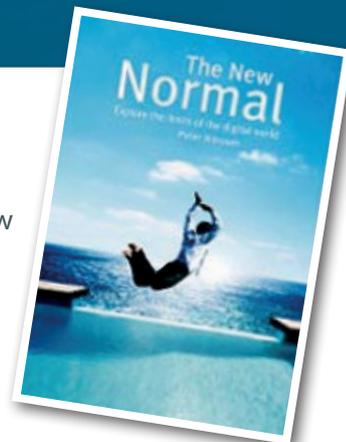
He lectures on IT Strategy and Technology & Organization future challenges at various business schools in Europe such as London Business School (UK) and TiasNimbas Business School (Netherlands), and is a visiting faculty at Antwerp Management School (Belgium). Peter is a passionate keynote speaker frequently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



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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.

Career

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.

Early 1995, Peter Hinssen left Alcatel to found e-COM Interactive Expertise, one of the leading Internet and e-commerce consultancy firms in Belgium. He was responsible for the implementation of large-scale Internet, e-commerce projects and information systems for companies such as Alcatel, DHL Worldwide Express, ING, SONY Europe, S.W.I.F.T. and Volvo.

In 1998, Alcatel acquired e-COM, and the company was renamed Alcatel e-COM. Peter Hinssen remained CEO, responsible for both local and international operations. In 1999, Alcatel e-COM grew to more than 300 employees across Europe.

In 1999, Peter Hinssen co-founded Porthus, on the belief that applications would not reside on in-house servers at companies, but at external, specialised datacenters. Porthus thus pioneered Software-as-a-Service and Cloud computing. Porthus delivered its Business-to-Business solutions to over 1,000 companies, covering customer locations throughout Europe and beyond. In 2010, Porthus was acquired by Canadian The Descartes Systems Group. Peter Hinssen was chairman of Porthus from 1999 to 2010.

In 2000, Peter became 'Entrepreneur in Residence' with McKinsey & Company, with a focus on Technology enabled Innovation, and on the relationship between business and IT.

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Current activities

CEO of Across Technology

Across Technology is a strategic consultancy firm, with a focus on a more effective use of technology and innovation. Across Technology delivers services in the shape of awareness sessions, sounding boards, executive development programmes and cultural change workshops to further technology enabled innovation.

Antwerp Management School (Belgium)

Peter Hinssen is a visiting faculty at AMS teaching a wide range of management development programs and reaching out to different levels of executives. For the *Next Generation Leadership Program*, Peter works intensively on how technology shifts are impacting future leadership, both our strategic mindset as well as our leadership competencies.

In the *Management Essential Series*, Peter elaborates on understanding the IT complexity in our companies and how IT should be brought into the business, rather than separate it in an IT department.

As a Thought Leader, Peter Hinssen is key note speaker in the *Leadership Dialogues at Noon*, a series of 4 lunch sessions where business and thought leaders meet and greet.

London Business School (UK)

Since 2009 Peter Hinssen is an executive lecturer for the Senior Executive Programme and a guest speaker at the alumni reunions in both the London and Dubai campuses. Peter focuses on the Business & IT Fusion, the dramatic shifts in IT and Technology departments and the changing roles of IT professionals, including the CIO. More recently, Peter Hinssen is exploring incremental and disruptive changes in our society at large and the business community in particular due to technology innovation.

TiasNimbas Business School (Netherlands)

Peter Hinssen is an executive faculty member at TiasNimbas, the business school of Tilburg University and University of Technology Eindhoven. He contributes to Technology Innovation for both IT experts and general management executive programmes as well as tailored programmes.

Board member and program director of the MIT Club (Belgium)

MIT Club offers a platform for knowledge exchange and executive learning to an active and select community of CIOs and technology providers from the worlds of private and public business.

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References

Over the last years Peter has given more than 800 public presentations for a most diverse audience in terms of companies, cultures, industries and branches, and has done this for global corporations, public sector and for non-profit organizations.



He has provided Inhouse Seminars, Awareness Workhops and Lectures for clients such as Apple, ABN Amro, Alcatel, Belgacom, Besix, CA, Cap Gemini, Cisco, Dexia, De Lijn, De Post, DHL, Electrabel, EMC, Ernst & Young, European Commission, Fortis, Honeywell, ING, Johnson & Johnson, McKinsey & Company, Microsoft, P&G, Rabobank, SAP, SD Worx, Siemens, Solvay, Swift, TeleAtlas, VDAB, Volvo, Wegener Group, etc.

Personal

Peter Hinssen has spent five years living in the U.S. (Louisiana and Southern California). His favourite author is Thomas Pynchon, his favourite books are "Gravity's rainbow" by Pynchon, and "Under the Volcano" by Malcolm Lowry.

He lives in Belgium with his wife Valentine, daughter Aida and son Loren, and is a collector of Apple Memorabilia.

Together with his wife, he is the founder of the non-profit organization Andromeda which provides care for underprivileged children.