

# Curriculum Vitae

## Anna Öhrwall Rönnbäck

Date of Birth: 30 December 1969  
Title: Professor Product Innovation  
(Associate Professor (*Swedish: docent*) Industrial Marketing,  
PhD Industrial Economics and Mananagment)  
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Current Position: Chaired Professor Product Innovation  
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### Education

#### Diplomas

- 2011 **Associate professor** (*Swedish: docent*), Linköping University (LiU).
- 2002 **PhD Faculty of Technology, Industrial Economics and Mananagment**, LiU. Title of thesis: *Interorganizational IT Support for Collaborative Product Development*.
- 1999 **Licentiate** (*Swedish diploma*) **Industrial Economics and Mananagment**, LiU.
- 1994 **Master of Science (MSc) Industrial Engineering and Mananagment**, Luleå University of Technology (LTU), Institut National des Polytechniques, France (ENSEM and Ecole des Mines de Nancy 1992-1994).

#### Courses and Certificate

- **Business Growth Barometer** (analysis tool for high growth potential), Ahrens Rapid Growth, (2011).
- **University pedagogics**, Step 3a LiU, Research Education Supervision, 2 credits (2007).
- **Diploma for Board of Directors**, East Sweden Chamber of Commerce (2006).
- **Media Communication and presentations** within ProViking programme, Strategic Research Foundation SSF, Sweden (2005).
- **Business Development for User Experience Society**, KK Foundation, Sweden (2004-05).

### Employments

- **Professor**, Chair Product Innovation, LTU (2014 Oct-still).
- **Associate Professor, Assistant Professor**, Industrial Economics and Management, LiU (2002-2014), **Guest professor** (since 2015-still).
- **PhD Candidate**, Department of Management and Engineering (previous name EKI), LiU (1997-2002).
- **Project manager** international development project in medical technology, Dentalinstitutet and Dentronic within the Optronic Company Group, Skellefteå (1994-1997).
- **Product Development Engineer** (incl MSc thesis), Steelcase Strafor, Strasbourg (1993-94).
- **Teacher at compulsory school (replacement)** Harads Centralskola (1989-90, 1994, total more than 1,5 years).

### Assignments/Board of Directors

- **Actil Warehouse Trucks AB**, coopted to the board (2014- still). [www.actil.se](http://www.actil.se)
- **Minec AB**, coopted to the board (2014- still). [www.minec.se](http://www.minec.se)
- **Spetsa AB**, board member (2014- still). [www.spetsa.se](http://www.spetsa.se)
- **CybAero AB**, board member (2014-2016, coopted 2011-2014). Listed at First North. [www.cybaero.se](http://www.cybaero.se)
- **Ätvidabergs Sparbank**, board member (2005-still). [www.ätvidbergsspb.se](http://www.ätvidbergsspb.se)

## Other Assignments and Networks

- Steering Committee of Big Science Sweden (The Swedish Agency for Economic and Regional Growth, *in Swedish: Tillväxtverket*, Sweden's Innovation Agency; Vinnova, Science Council, *in Swedish: Vetenskapsrådet*).
- Member of the jury for the Swedish Steel Prize, SSAB (2018-still).
- Founder and member of the board **Product Development Academy**, Sweden, PDA 2015/16-still.
- Member of the **Swedish Production Academy**, Svenska Produktionsakademien presidium 2015-still.
- **Produktion2030**, coordinated by the Association of Swedish Engineering Industries (*in Swedish: Teknikföretagen*) since 2014: member of the Resarch and Innovation Council and responsible for Innovation Management at the initiation of the program.
- Founder and Board Member 2012-16 of **ScaIEM**, Scandinavian Academy of Industrial Engineering and Management, [www.scaiem.org](http://www.scaiem.org) (founded November 2012).
- Founder and Director of **Centre for Business Development for SME (CAM)**, LiU (2007-2015).
- Project Manager **Kunskapsturnén** and **Kunskapsförmedlingen** (Result Center, a database with appr. 400 researchers), for result dissemination from Swedish research in product development and production development for industry and society at large. Owners: SSF, Vinnova, KK Foundation, Teknikföretagen, Tillväxtverket, and Swedish researchers) (2002-still).
- Editor of two books and co-arranger of FIM – Forum for Innovation Management forum (2002-2009)
- MTC, IFL-Erfa leader for experience exchange among business leaders, “Executives Group 5”, with participants from Swedish industry (1997-still).
- Founder and board member since 2007 of **The International PSS Design Research Community** (Product-Service Systems), [www.pssdesignresearch.org](http://www.pssdesignresearch.org) (since May 2007, now a community under CIRP/IPS2).
- Founder and active in “large company network” for integrated products and services (2007-2010)
- Chairman of the Institute of Technology IT Council, LiU (2002-2008).
- Partner com-onweb international AB, private company, spin-off from own research (2000-still).

## Current Research and Development Projects

- **Spin the thread again.** A challenge-driven innovation project financed by Vinnova, 2018-2020, in the area of re-use of cotton textile.
- **RIQAM – Radical Innovation and Qualification using Additive Manufacturing.** A research project financed by the National Space Research Program (NRFP) and participating companies within the field of additive manufacturing for space applications with three space companies in Sweden: GKN, Trollhättan, RUAG, Gothenburg, and OHB, Stockholm, and two universities LTU and Chalmers.
- **RIT – Business and regional growth program for space innovation:** two PhD candidates in the field additive manufacturing for space applications with GKN, Trollhättan. LTU and industrial partners in the Swedish space industry, 2015-2018, funded by the partners and the EU Regional Fund (ERDF) for Övre Norrland.
- **TRIUMF – business development and executive management program for young and established SME in Norr- and Västerbotten** with Almi Nord, LTU and Umeå University 2015-2018, financed by the partners and the EU Regional Fund (ERDF) for Övre Norrland, Norrbotten Region, the County Administrative Board of Norrbotten, and Region Västerbotten.
- **Produktion2030 – Production Innovation:** program support and PhD course, 2014-2019.
- **Automation Småland – network for business and regional growth for SMEs specialized in automation in the Gnosjö Region**, Phase one 2013-2014, Phase two 2015-16, and Phase three 2018-2020 (LTU and LiU co-financing).
- **Fast growth and innovation in SMEs – surveys and case studies**, since 2006-still. Current project financed by Vinnova 2017-2020.

## Finished Research and Development Projects

- **Firms of the Future – business development and executive management program for established SMEs**, LiU with Almi Östergötland 2011-2014, financed by the partners and the EU Regional Fund (ERDF) for East Middle-Sweden, Östergötland Region
- **BOSSANOVA – Business models for Open Source Software in the public sector – new opportunities for buyer and suppliers**, project manager, financed by VINNOVA (2008-2011)
- **BENCH – Beneficial business relations between the Central Baltic region and China** (opportunities for SME to do business in China), 2010-2012.
- **LIAN – Management of innovation for business driven networks: business and technology development in the cleantech area for emerging markets**, VINNOVA 2008-2011.
- **Business Navigator – IT support for business development in SMEs from a bank perspective**, VINNOVA, 2006-2010.

- **IPSE** Integrated Product and Service Engineering, with the Department for Mechanical Engineering, LiTH and KTH 2006-2008. Funded by VINNOVA and Swedish Environmental Protection Agency (Naturvårdsverket)
- **OSS** Open Source Software as strategic resource (funded by Lundberg Research Foundation) 2005-2008, and **Sambruk**(with IDA, LiTH, funded by VINNOVA) 2006-2008.
- **F3**, Functional Sales (funded by VINNOVA), together with the Department for Mechanical Engineering, LiTH and IVF 2003-2006.
- **ISI**, Processes and IT support for complex product realization in supplier networks (funded by VINNOVA), together with the Department for Mechanical Engineering, LiTH and Stockholm School of Economics 2003-2006.
- **Product development in SMEs** in the machining industry (funded by NUTEK) 2003-2004.
- **ICT for functional sales in new networks for value creation**(funded by VINNOVA) together with Barbro Lagerholm, IVF, 2002-2003.
- **Management of Technology for microelectronics research** (EPROPER) 2002-2004.
- **New Industrial Cooperations (NISAM)** with IVF 1999-2000 (VINNOVA/NUTEK).
- **Lean Aircraft Research Program (LARP)**, sub-project manager for IT support in distributed product development, with MIT (USA), financed by Saab AB and the National Aerospace Research Program (NFFP) 1997-1999. (with Saab, Volvo Aero, LAI, MIT) 1997-1999.

## PhD Candidates

*As Main Supervisor:*

- Erika Lind (started 2016) Planned Technology Licentiate 2018.
- Christo Dordlofva (started 2015) Technology Licentiate February, 2018.
- Angelica Löfberg (started 2015) Planned Technology Licentiate June, 2018.
- Lisa Larsson (started 2015), Technology Licentiate June, 2017.
- Brenda Viveros Eulogio (started 2015).
- Marcus Tynnhammar (started 2015).
- Ya Zhang, PhD October, 2015.
- Anders Uddenberg, Technology Licentiate February, 2015.
- Thomas Rosenfall (previously Rosén), PhD April, 2012.

*As co-supervisor with professor Staffan Brege:*

- Thomas Rosén, Economy Licentiate May, 2008.
- Peter Svensson, Economy Licentiate January, 2008.
- Susanne Stjernström, Economy Licentiate September, 2006, supervisor professor Lars Bengtsson.

## Special Assignments Reviewer

Participated in examination committees and has been the faculty opponent for in total about thirty dissertations (PhD and Licentiate Exam defenses) at many universities in the Nordic Countries: Halmstad University (HiH), Blekinge University of Technology (BTH), Chalmers, Technical University of Denmark (DTU), Jönköping University, Royal Institute of Technology (Kungliga tekniska högskolan-KTH), Luleå University of Technology (LTU), Linköping University (LiU), Mälardalens University (MDH).

Special assignments reviewer (*in Swedish: sakkunnig*) for academic positions (professor, associate professor (docent), assistant professors and post doc) for Stockholm University, Uppsala University, Linneaus University, MDH, DTU (Copenhagen), HiH, Örebro University, KTH, Chalmers, BTH.

Evaluations of research and education program funding for KK Foundation, SSF, VINNOVA, NFFP, and individual assessor for Vinnova innovation management program, Tillväxtverket's supplier program, Produktionslyftet, ERDF.

## Scientific Articles, Dissertations, Book Chapters, and Books (selection)

Journal publications

- Karlsson. A, Larsson. L, Öhrwall Rönnbäck. A (2017), Product-Service System Innovation Capabilities, *International Journal of Production Research*, ISSN: 0020-7543.
- Sundin. E, Rönnbäck. A, Sakao. T (2015), From Component to System Solution Supplier: Strategic Warranty Management as a Key to Efficient Integrated Product/Service Engineering, *CIRP - Journal of Manufacturing Science and Technology*, ISSN: 1755-5817, s. 183-191.
- Sakao T., Öhrwall Rönnbäck A., Ölundh Sandström G. (2013), Uncovering benefits and risks of integrated product service offerings — Using a case of technology encapsulation, *Journal of Systems Science and Systems Engineering*, December 2013, Volume 22, Issue 4, pp 421-439.
- Grundström C., Öberg C., Öhrwall Rönnbäck A. (2012), Family-owned manufacturing SMEs and innovativeness: a comparison between within-family successions and external takeovers, *Journal of Family Business Strategy*, Vol. 3, No. 3, pp 162–173, ISSN 1877-8585.

- Grundström C., Sjöström R., Uddenberg A., Öhrwall Rönnbäck A. (2012), Fastgrowing SMEs and the role of innovation, *International Journal of Innovation Management*, Vol. 16, No. 3 (June 2012) (19 p).
- Sundin E., Öhrwall Rönnbäck A., Sakao T. (2010), From Component to System Solution Supplier: Strategic Warranty Management as a Key to Efficient Integrated Product/Service Engineering, *CIRP Journal of Manufacturing Science and Technology*, Volume 2, Issue 3, pp 183-191.
- Sakao T., Lindahl M., Öhrwall Rönnbäck A. (2009), Environmentally-conscious Design Methods for Manufacturing Firms with Servicification, *Int. J. of Automation Technology*, vol 3:1, p 26-32.
- Isaksson O., Larsson T. C., Öhrwall Rönnbäck A. (2009), Development of Product-Service Systems: Challenges and Opportunities for the Manufacturing Firm, *Journal of Engineering Design*, Vol 20, No. 4, August 2009, pp. 329-348.
- Cronemyr P., Öhrwall Rönnbäck A., and Eppinger S. (2001), A Decision Support Tool for Predicting the Impact of Development Process Improvements, *Journal of Engineering Design*, December.
- Backlund G. and Öhrwall Rönnbäck A. (1999), Managing Complexity in Collaborative Development: Modeling Requirements and Enhancing Communication, *Microprocessors and Microsystems*, 23, pp 409-416 (Elsevier Science BV).

#### Peer-reviewed conference publications (selection)

- Romero, D, Larsson, L, Öhrwall Rönnbäck, A, Stahre, J (2017), Strategizing for Production Innovation, Part of: *Advances in Production Management Systems, The Path to Intelligent, Collaborative and Sustainable Manufacturing: IFIP WG 5.7 International Conference, APMS 2017, Hamburg, Germany, September 3-7, Proceedings*, s. 3-12, Springer.
- Lind, E, Karlsson, A, Öhrwall Rönnbäck, A (2017), Constraints and Capacities in Small Established Firms: The Role of Managerial Levers in the Innovation Process, Paper presented at: *XXVIII ISPIM Conference, Composing the Innovation Symphony*, Vienna, June.
- Karlsson, A, Öhrwall Rönnbäck, A., Lind, E., (2017) Innovation Processes in SMEs: Exploring the Influence of Varying Degrees of Control, Paper presented at: *21st International Conference on Engineering Design (ICED17)*, Vancouver, Canada, 21-25 August.
- Lindwall, A, Dordlofva, C, Öhrwall Rönnbäck, A (2017), Additive Manufacturing and the Product Development Process: Insights from the Space Industry, Paper presented at: *21st International Conference on Engineering Design (ICED17)*, Vancouver, Canada, 21-25 August.
- Brege S., Uddenberg A., Öhrwall Rönnbäck A. (2014), The influence of innovation on growth in established SMEs: Results from a multiple case study. Presented and published in Proceedings, *The XXV ISPIM Conference – Innovation for Sustainable Economy & Society*, Dublin, Ireland, 8-11 June.
- Grundström C., Sjöström R., Öhrwall Rönnbäck A. (2014), Effect of Inbound OI on Performance in Manufacturing SMEs. Presented and published in Proceedings, *The XXV ISPIM Conference – Innovation for Sustainable Economy & Society*, Dublin, Ireland, 8-11 June.
- Johansen K. Öhrwall Rönnbäck A. (2014), Flexible automation as a competitive business for manufacturing SMEs, Proceedings from Swedish Production Symposium Conference September, Gothenburg.
- Öhrwall Rönnbäck A., Uddenberg A., Brege S. (2013), The relationship between innovation, ambition, and growth in established SMEs, presented at the 6th ISPIM Innovation Symposium – Innovation in the Asian Century, in Melbourne, Australia on 8-11 December 2013. Proceedings of *ISPIM Melbourne*,
- Grundström C., Sjöström R., Öhrwall Rönnbäck A. (2013), Manufacturing SMEs and Open Innovation – findings from Sweden, presented at the 6th ISPIM Innovation Symposium – Innovation in the Asian Century, in Melbourne, Australia on 8-11 December 2013. Proceedings of *ISPIM Melbourne*,
- Johansen K., Öhrwall Rönnbäck A. (2008), Serving Customers Together: Support for Interorganisational Product Realisation in SMEs, *Proceedings of Swedish Production Symposium 2008* (forthcoming), Stockholm (Nov).
- Öhrwall Rönnbäck A., Goldkuhl G., Dacke P. (2008), Needs for a Semi-Open Source Software Business Model for Local Governments, *Proceedings of eChallenges 2008* (forthcoming), Stockholm (Oct).
- Briffaut J.-P., Öhrwall Rönnbäck A. (2007), Agent-based architecture of virtual collaborative contexts, *Proceedings e-Challenges 2007*, Oct 24-26, the Hague, the Netherlands.
- Sundin, E., M. Lindahl, A. Öhrwall Rönnbäck, G. Ölundh Sandström and J. Östlin (2006) Integrated Product and Service Engineering Methodology, *Proceedings of 11th International Conference of Sustainable Innovation*, Chicago (Oct).
- Svensson P., Öhrwall Rönnbäck A. (2005), Towards Commercialisation of Academic Research Results: Lessons Learned from Swedish Microelectronics Research, in *Entrepreneurship Competitiveness and Local Development: RENT XIX Proceedings* (ed by M. Raffa and L. Landoli), ISBN 88-495-1183-3., Napels (Nov).
- Pilemalm, J., Gullander, S., Norling, P., and Öhrwall Rönnbäck, A., (2001), Distributed Product Development: a Case Study in Interorganisational SME Business Networks, *Proceedings of ICED 2001*, International Conference on Engineering Design, Glasgow (August).

#### Books, book chapters, and reports (selection)

- Öhrwall Rönnbäck A., Zander I. (red) (2008), *Svensk innovationskraft II: Ur startblocken*, Forum for Innovation Management (FIM), ISBN 978-91-633-2409-3.
- Öhrwall Rönnbäck A., Berg P-O., Bonnier T. (red) (2004), *Svensk innovationskraft: Visionen måste vara starkare än motståndet*, Forum for Innovation Management (FIM), published at VINNOVA (VFI 2004:02, ISBN: 91-85084-23-9, ISSN: 1651-3541).
- Gullander S., Öhrwall Rönnbäck A. (2003), Produktutveckling för företag i samverkan – Studie av små och medelstora svenska verkstadsföretag, NUTEK R 2004:05.