

Susan Alexander

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Experience

- 2005-present **Minerva, Luxembourg.** Managing Director. Created a research-driven company focusing on issues relating to the information society and knowledge organizations. Serves as senior expert on EU projects. Recent projects include two lecture tours of Germany for US State Department on the US economy, evaluating surveys of service sector innovation, performing an intellectual capital audit of the Grand Duchy of Luxembourg, analyzing impact of offshoring on developed economies.
- 1994 – 2004 **GAX, Luxembourg.** Managing Director, responsible for research, business development, customer relationships and project management. Co-founded company initially focussing on financial market research and analysis. Work focused on fundamental and technical analysis of fixed income and equity markets, hedge fund analysis, new markets of Central and Eastern Europe and new issue analysis for clients in New York, London, Frankfurt, Vienna, Milan, Geneva and Kiev. In 1995, GAX expanded into developing Internet, satellite and IT applications. Clients included SES-Astra, Deutsche Börse, Clearstream, the European Investment Bank, McGraw Hill, the Academy of European Law (ERA) and PricewaterhouseCoopers. Sectors served included financial services, telecommunications, law, new technologies, consumer products, travel, fine arts and entertainment as well as non-profit organisations and European institutions. Secured and managed TV Snapshot, a project co-funded by the European Space Agency (ESA). Led development of GAX-thinX, GAX's proprietary content management system.
- 1989 –1993;
2000 **Cedel/Clearstream, Luxembourg.** Manager of Marketing Services Group and eCommunications. Responsibilities included corporate web site and intranet, developing online customer service, customer training and customer documentation. Projects included Cedcom, a PC-based customer communications application for sending instructions and receiving reports, development of multi-lingual e-learning modules and multimedia product demos.
- 1984 –1989 **Oppenheimer & Co., New York.** Vice President. Manager of Product Services Department. Head of International Market, Fixed Income and Derivatives Research for worldwide distribution. Member New Product Committee.

1980 – 1984 **Kidder, Peabody & Co., New York.** Associate, Futures Department.
Clients included Nestles, Federal National Mortgage Association
(Fannie Mae) and Harvard University.

Education

B.A., Wellesley College, Wellesley Massachusetts.
M.Div., Princeton Theological Seminary, Princeton, New Jersey.
PhD. Candidate in “Information Societies and Knowledge Organizations”, Fielding Graduate
University, Santa Barbara, California. Completion expected 2012.

EU Research Projects

ERAWATCH TrendChart 2011-2012. With Technopolis.

ERAWATCH Research Inventory 2010-2012. – for DG Research. With Technopolis.

ERALAW – for DG Research 2011. With Technopolis.

ERAWATCH METRIS Study 2011 – for DG Research. With Technopolis.

ERAWATCH Country Reports 2010-2012 – for DG Research. With Logotech and
Technopolis.

SMART Project, “Role and Impact of Professional and Scientific Societies in ICT Research,
Education and Innovation,” 2010. for DG Information Societies and Media. With ASM-
Poland.

ERAWATCH University Observatory Project 2009-2010.

ERAWATCH Policy Mix Project 2009 – for DG Research. With Logotech and Technopolis.

ERAWATCH Country Reports 2008 – for DG Research. With Logotech and Technopolis.

Innovation Watch – SYSTEMATIC with Technopolis. Analysis of regulatory and policy issues
influencing sectoral innovation patterns. 2007.

IMPLORE Project (www.imp-lore.org). for DG Enterprise, with MERIT. Project surveyed
publicly-funded research programmes to determine impact on innovation. 2007.

The “POLICY MIX” Project, for DG Research, with MERIT. Monitoring and analysis of
policies and public financing instruments conducive to higher levels of R&D investments.
2006. http://ec.europa.eu/invest-in-research/pdf/download_en/luxembourg.pdf

Publications, papers, conferences and courses

Alexander, S. (1992). The International Clearing House. In J. Mabry (Ed.). *International
Securities Lending*. London: Palgrave Macmillan.

CEPROS (Centre d’Etudes Prospectifs) (2000). *Luxembourg Business in the New Digital
Economy*. Luxembourg: Author.

CEPROS (Centre d'Etudes Prospectifs) (2004). *Luxembourg Business in the New Digital Economy – An update*. Luxembourg: Author.

Alexander, S. (2012). IC and the Future of Luxembourg. Presented at *The World Conference on Intellectual Capital for Communities, Sixth Edition*. Organised by The European Chair on Intellectual Capital and the World Bank Institute June 1, 2012, World Bank, Paris

Alexander, S. (2010). Knowledge Supply Chains. Presented at *The World Conference on Intellectual Capital for Communities, Sixth Edition*. Organised by The European Chair on Intellectual Capital and the World Bank Institute June 1-2, 2010, World Bank, Paris

Alexander, S. (2009). Crisis Management: the US Economy under President Obama. US State Department lecture tour. Berlin, Freiburg, Saarbrücken. March, 2009.

Alexander, S. (2008). Tacit Knowledge in the Knowledge Organization. Presented at *En route vers Lisbonne. 3ième colloque luxembourgeois sur l'économie de la connaissance dans une perspective européenne*. Luxembourg, December 4-5, 2008.

Alexander, S. (2008). The US Economy and the 2008 Presidential Election. US State Department lecture tour. Frankfurt, Wiesbaden, Heidelberg, Dusseldorf, Hamburg, Berlin. March-April 2008.

Alexander, S. (2007). A Hillary Presidency? Presented at Checkpoint Charlie Stiftung. Berlin, November 2007.

Alexander, S. (2007). The Emperor's New Clothes? Surveying Innovation in Services. Presented at *The World Conference on Intellectual Capital for Communities, Third Edition*. Organised by The IC Group/PESOR of the University of Paris 11 in cooperation with The World Bank May 24-25, 2007 World Bank Office, 75016 Paris

Alexander, S. (2006). An Intellectual Capital Audit of the Grand Duchy of Luxembourg. Presented at *The World Conference on Intellectual Capital for Communities, Second Edition*. Organised by The IC Group/PESOR of the University of Paris 11 in cooperation with The World Bank June 29-30, 2006 World Bank Office, 75016 Paris

Alexander, S. (2004). Conducting an Intellectual Capital Audit of Luxembourg. Presented at *En route vers Lisbonne. 1er colloque luxembourgeois sur l'économie de la connaissance dans une perspective européenne*. Luxembourg, October 12-13 2004.

Moderator and organizer. *Conference on Innovation and Intellectual Capital*. Luxembourg, October 5, 2003.

Moderator and organizer. *Conference on e-Learning*. Luxembourg, September 24, 2002.

Co-moderator and organizer. *Conference on IT Security: New Risks, New Responsibilities*. Luxembourg, May 7, 2002.

Speaker. "Intellectual Property." First Tuesday. Luxembourg. March 6 2006.

Speaker. Securities Lending and the International Clearing House. *International Securities Lending*. London, 1992.

Speaker. Fixed Income Instruments and Ethical Investing. *Conference on Ethical Investing*. New York, February, 1989.

Speaker. Hedging Portfolio Risk using Futures and Options. *Conference for High Net Worth Investors*. Chicago, May 1988.

Speaker. Hedging Precious Metals using Futures and Options. *Seminario Administracion de Riesgos usando Futuros*. Mexico City, March 1987.

Co-taught "Entrepreneurship," Sacred Heart University Luxembourg MBA. 2007.

Co-taught "Organization Behavior." Sacred Heart University Luxembourg MBA. 2007.

Taught. "Leadership and Ethics." Sacred Heart University Luxembourg MBA. 2006.

Co-taught "Marketing Management." Sacred Heart University Luxembourg MBA. 2004.

Co-taught "Dynamics of Information Technology" Sacred Heart University Luxembourg MBA 2001.

Affiliations

ERA-Watch Network, Brussels, 2010-present.

Adjunct Professor, Sacred Heart University Luxembourg, 2001, 2004, 2006-2007.

Chairman, American Chamber of Commerce in Luxembourg IT Committee, 2001-2003.

President, American Business Association of Luxembourg, 2001-2002.

Information Society Committee, Cepros (Centres d'Etudes Prospectives), 1999-2004.

Adjunct Faculty, The New School for Social Research, New York, 1988-1989.