

Dr Guus Pijpers

Senior Manager

Associate Professor



Guus Pijpers is founder and Managing Director of Acuerdis, providing management consultancy services to global and local enterprises. Next to guiding information strategy and aligning IT with business goals, he is also closely involved in improving the information behavior of executives.

He has advanced knowledge and expertise in the practical deployment and use of information at senior executive level. His research activities and publications on information behavior have been widely recognized as leading in the field.

Previously Guus Pijpers worked as Chief Information Officer at Philips Electronics, responsible for delivering business value with information and knowledge management. As Corporate Information Manager at AkzoNobel he was responsible for governing the company's IT policy. He also worked for KPMG as Management Consultant and Internal / IT Auditor.

Guus Pijpers is author of numerous books and a large number of articles, published in renowned journals and magazines. He is also an acclaimed speaker at international management conferences and seminars. He is teaching about information behavior at postgraduate courses and Executive MBA institutions. His over twenty-five years consulting experiences include work for many renowned companies in Europe and North America.

Dr ir Guus Pijpers received his Ph.D. in Management Science and Computer Science from Eindhoven University of Technology in the Netherlands. He holds a Master's Degree in Management Science and a Master's Degree in Computer Science from the Open University of the Netherlands. Guus Pijpers also holds a teaching degree in Computer Science. He holds a BSc in Computer Science and is a certified IT-auditor. He has gained an Executive MBA at Krannert School of Management, Purdue University, West-Lafayette, Indiana, USA. He also received an Executive MBA of TiasNimbas Business School, Tilburg, the Netherlands.

Guus Pijpers is Associate Professor of Information Behavior at TiasNimbas Business School (www.tiasnimbas.edu), Tilburg, the Netherlands. He is Academic Advisor at the Institute for Innovation & Information Productivity (www.iii-p.org), San Francisco, USA. He is Senior Associate at the Management Centre Europe (www.mce-ama.com), in Brussels, Belgium. He is also member of the Editorial Board of 'Tijdschrift voor Informatie en Management' (Dutch Magazine for Information and Management). The magazine is targeted at CIOs and other C-level executives.

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