

**Majken Schultz**  
**Professor Copenhagen Business School Denmark**  
**Danish born 1958 living in Copenhagen**  
**[www.majkenschultz.com](http://www.majkenschultz.com)**



Majken Schultz (born 1958 PhD, Master) is Professor of management at Copenhagen Business School, Denmark since 1996, and International Research Fellow at the CCR (Centre for Corporate Reputation) at Oxford University, Saïd Business School, since 2010. Schultz is actively involved in the Danish Business Community in a variety of networks and member of VL 48. Since 2015 she is a member of The Royal Academy of Science and Letters (Videnskabernes Selskab). She is a founding member of "Foreningen til udvikling af bestyrelsesarbejde I Danmark" and a regular faculty at CBS Board Education Masterclass since 2013. Since 2000 Majken Schultz has held several board memberships elaborated below. She was among the finalists in the Womens Board Award in 2014 and 2015.

She is married to Tor Hernes, is running regularly with Running26 and likes to hike in the mountains.

Her research interests are located at the interface between organization theory, strategy and marketing and include the interplay between culture, identity and image, corporate branding and leadership. She has received several awards and spoken at numerous international conferences.

Her work has been published more than 60 articles i international journals, including *Harvard Business Review*, *California Management Review*, *Academy of Management Journal*; *Academy of Management Review*, *European Journal of Marketing*, *Organization Studies*, *Human Relations*, *Journal of Management Inquiry*, *British Journal of Management*, *Corporate Reputation Review*, *International Studies of Management & Organization*, *Strategic Organization*, *Journal of Marketing Communication*. Of her recent books, she has co-authored with Mary Jo Hatch "Taking Brand Initiative: How companies can align strategy, culture and identity through corporate branding" published in February 2008 by Jossey Bass, San Francisco and translated into Spanish, Korean, Turkish and Danish. Also, she is first editor of "The Construction of Identity in and around organizations Identity (2012) and The Expressive Organization, both with Oxford University Press (2000), and co-editor of "Innovating Organization and Management" with Cambridge University Press (2012).

### **Board Member Experience**

2013 – date	Bang & Olufsen
2013 – date	Danish Crown
2011 – date	Danske Spil
2000 –2013	Danske Bank
2000 – date	Realdania

2009 – 2012	Academy of Management (US-based global association)
2007 – 2011	VL selskabet
2005 – 2011	COWI
2001 – 2004	Carl Bro
1998 – 2000	Foreningen Realdanmark

### **Professional experience**

2010 – date	International Research Fellow at the CCR Centre for Corporate Reputation at Oxford University, Saïd Business School.
2007 – 2009	Associate Dean, Full Time MBA, CBS
2006	Full professor, Department of Organization, CBS
2000 – 2003	Affiliated professor part time, LEGO Group
1996-2006	Full professor, Department of Intercultural Communication and Management
1988- 1996	Assistant – Associate professor, CBS

### **Education**

2006	IMD, The Realdania Board program
2004	IMD, High Performance Board program
1989	Visiting scholar, Stanford University
1988	PhD. Copenhagen Business School 1988. Awarded Tietgen Gold Medal
1984	Master of Political Science University of Copenhagen

### **Areas of expertise:**

Strategy, organization and management. Special areas: Strategy development and implementation; organizational culture and change management, branding, communications and customer relations; strategic HR.

### **References:**

Ole Andersen, Danske Bank/Bang & Olufsen, Michael Brochenhuus-Schack, Realdania; Henrik Gürtler, COWI/Novo Gruppen; Peter Gæmelke, Danske Spil; Erik Bredholt, Danish Crown.