

## Curriculum Vitae Professor Karl-Erik Sveiby



Dr. Karl-Erik Sveiby is often described as one of the "founding fathers" of Knowledge Management, having pioneered many of the fundamental concepts. In 1986 he published his first book in Swedish, "*Kunskapsföretaget*", in which he explored how to manage the rapidly growing "Knowledge Companies", organisations that have no traditional production, only the knowledge and the creativity of their employees. It became an instant bestseller and he became the source of inspiration of the very early "Swedish movement" in knowledge management in both research and practice. His book published 1990 (Sw. "*Kunskapsledning*") was the world's first with "Knowledge Management" in the title.

Being owner and a manager of a publishing company for 15 years, which he was instrumental in developing into Sweden's largest in trade press *Ekonomi & Teknik Förlag*, he recognised the need to measure the intangible assets, and he went on pioneering accounting practices for intangible assets, testing them in his own company. Today he is professor, researcher, developer of tools and methodologies and advisor to corporations and governments worldwide.

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### Positions:



Professor in Knowledge Management at Hanken, the Swedish School of Economics and Business Administration in Helsinki. The IC-group of doctoral students at Hanken constitutes the largest concentration of researchers in IC/KM in the world.

<http://www.sveiby.com/icgroup/index.htm>



Principal, Sveiby Knowledge Associates, SKA, a global group of consultants with representatives in 16 countries.

### Specialist areas

- ◆ Knowledge Management Research
- ◆ Implementation of KM strategies
- ◆ Measuring of Intangible Assets
- ◆ Development of tools for applied KM and KM strategy implementation

### Clients and experience

*ABB Switzerland, Sweden, Finland*

- ◆ Advice and recommendations on how to build a knowledge strategy for the IT group.
- ◆ Education of managers on how to manage a knowledge business

*China Light and Power, HongKong*

- ◆ Advice on how to build a knowledge focused strategy.

*CSIRO Research Australia*

- ◆ Education of scientists and programme managers in managing a knowledge business, using business simulation Tango.

Recommendations have been continuously implemented since 1995.

*Celemi, Sweden*

- ◆ Member of Advisory board
- ◆ Advice on how to develop a knowledge focused strategy
- ◆ Implementation of Intangible Assets Monitor

Recommendations have been continuously implemented since 1992.

*Deloitte, Touche, Tohmatsu, Sweden & Australia*

- ◆ Continuous advice and recommendations on how to build a knowledge strategy for DTT. Recommendations have been implemented since 2000.

*Ericsson, Sweden*

- ◆ Advice on how to create a knowledge focused strategy
- ◆ Development of project "creative islands"

- ◆ Education of managers on how to manage a knowledge business
- Recommendations have been continuously implemented since 1990.

*F-secure, Finland*

- ◆ Advice on how to build a knowledge focused strategy.

*Hewlett Packard, USA and Asia Pacific*

- ❖ Education of managers in how to manage a knowledge business.
- Recommendations have been continuously implemented since 1994.

*LendLease Australia*

- ❖ Education of managers in how to manage a knowledge organisation.

*Motorola, USA*

- ❖ Member of Advisory Board for KM
- ❖ Development of Strategy for Motorola KM Office
- ❖ Development of Conceptual framework for KM website
- ❖ Adaptation of Baldrige Award scorecard for KM
- ❖ Development of KM Handbook for Motorola
- ❖ Continuous advisor role

Recommendations have been implemented since 1999.

*Mobile Telephone Network, South Africa*

- ❖ Development of KM strategy for CKO
- ❖ Identification of and advise on KM projects
- ❖ Continuous advisor role

Recommendations have been continuously implemented since 1998.

*Multimedia Development Corp, Malaysia*

- ❖ Advice to and education of managers in management of knowledge work
- ❖ Education of managers in how to manage a knowledge organisation.

*National Air Intelligence Command, US Air Force*

- ❖ Advice to senior executives and education of managers in management of knowledge work, knowledge workers and creation of collaborative climate.

*National Air Space Agency, NASA, USA*

- ❖ Application of a Knowledge-based approach for space missions.

*National Australia Bank*

- ❖ Education of managers in how to manage a knowledge organisation.

*Nedcor Investment Bank, South Africa*

- ❖ Advice on globalisation in a knowledge-based industry

*PricewaterhouseCoopers, Australia and worldwide*

- ❖ Development of Strategy for CKO Australia/Pacific region
- ❖ Advise and participation in merger process
- ❖ Identification of and advice on internal KM projects
- ❖ Implementation of Intangible Assets Monitor for PwC
- ❖ Input into conceptual KM framework for PwC globally

Recommendations were implemented 1998 - 2001.

*Public Works and Housing, Queensland*

- ❖ Education of managers in how to manage a knowledge organisation.

*Queensland Rail*

- ❖ Knowledge Management Readiness Assessment, analysis and report.

*Department for State & Regional Development, Victoria, Australia*

- ❖ Development of a Plan for implementing a Knowledge Management Strategy.

*Department for Primary Industries, Queensland, Australia*

- ❖ Analysis of Corporate Plan and recommendations for implementation of knowledge-focused strategy.

*Other Clients*

*Accenture, USA; BHP Australia; Cap Programator; Cultor Finland; Ernst & Young Sweden; Fuji Xerox Japan; Gadens Lawyers Australia; IBM Europe; Infosys India; Intel USA; Morgan & Banks Australia; MIMOS, Malaysia; National Mutual, Australia; Oracle USA; Siemens Germany; Skandia Insurance Sweden; Steelcase USA; Volvo AB.*

*Academic Affiliations*

- ❖ Professor (Chair) in Knowledge Management at Swedish School of Economics and Business Administration, Helsinki.
- ❖ Honorary professor at Macquarie Graduate School of Management, Sydney, Australia.
- ❖ Honorary professor at Griffith University, Brisbane, Australia.

*Published books. The books have been translated in 14 languages.*

***The New Organizational Wealth: Managing and Measuring Knowledge-Based Assets***, Berrett-Koehler San Fransisco 1997.

***Kunskapsflödet (The Flow of Knowledge)***, Sv. Dagbladet 1994. (Special Management Book Award 1995)

***The Knowledge Organisation- an Introduction***, Celemi 1994

***Kreativitet och Makt. (Creativity and Power)*** Rikspolisstyrelsen 1994

***Towards a Knowledge Perspective on Organisation***. PhD-Thesis Stockholm University 1994.

***Kunskap är Makt (Knowledge is Power)***, Stockholm University Research Series 1994.

***Kunskapsledning (Knowledge Management)***, Affärsvärlden 1990. (World's first book on "Knowledge Management". Awarded "Best Management Book" in Sweden 1990.)

***Chef i kreativ miljö (Manager in Creative environments)***, Sv. Dagbladet 1991

***Den Osynliga Balansräkningen (The Invisible Balance Sheet)*** Ledarskap 1989. (Started the Swedish movement on measuring Intangibles and Intellectual Capital.)

***Managing Knowhow***, Bloomsbury 1987, w. Tom Lloyd.

***Kunskapsföretaget, (The Knowhow Company w. Anders Risling)***, Liber 1986. Awarded "Best Management Book" in Sweden 1986).

*Articles published Speaking engagements*

More than 50 articles are published, listed and available for download from [www.sveiby.com](http://www.sveiby.com)

Dr. Sveiby is a sought-after, but very selective, speaker globally. Some of his key note presentations during 2002 were:

[KM Europe](#), London 13-15 November 2002

[Knowledge as a Strategy](#) 17-18/9 2002, Oslo

[Knowledge Society – developments](#) 5-6/5 2002, Helsinki

[Measuring Knowledge Value](#) 23-24/7 2002 London

*Methods, tools and processes developed. They are used by Sveiby Knowledge Associates and available to Dr. Sveiby's clients.*

Unlike most consultants and academics Dr. Sveiby has implemented his concepts in his own company. Faithful to his own teachings he does not believe in lectures or information as methods of transferring knowledge, so he develops tools that help managers and consultants round the world implementing the concepts in practice. Among the tools are:

- ◆ **The Intangible Assets Monitor**, a conceptual framework and a process for measuring intangible assets.
- ◆ **Tango**, a business simulation for learning how to manage a knowledge business. More than 40,000 managers world wide have been educated with Tango.
- ◆ **TangoNet**, [www.tangonet.se](http://www.tangonet.se), a business simulation; the internet version of Tango.
- ◆ **K-MAP**, a process for starting the implementation process of a knowledge strategy.
- ◆ **Collaborative Climate Index**, a survey for measuring and benchmarking the collaborative climate in an organisation. The database contains benchmarking data from public and private sector organisations.
- ◆ [www.sveibytoolkit.com](http://www.sveibytoolkit.com), a collection of web-based tools, which are available for clients implementing Dr. Sveiby's recommendations.
- ◆ [www.sveiby.com](http://www.sveiby.com), a library of articles and books authored by Dr. Sveiby. The website is recognised as one of the top resources for knowledge management in the world.

*Management experience*

1972- 1974 Accountant, Wenneborg & Co (later Grant Thornton)

1975-1977 Manager, Unilever Germany and Sweden

1978-1979 Commercial director Gibbs, Sweden

1980-1990 Partner Affärsvärlden Förlag (publishing); positions; *Editor Ledarskap, Stock market editor Affärsvärlden, Business Manager Findata (Financial databases), Chairman Financial Weekly, London.*

1991-1994 Owner and Executive Chairman, Ekonomi & Teknik Förlag.

1995 – Principal Sveiby Knowledge Associates, SKA