

ABOUT VIDAR ANDERSEN

Vidar Andersen is a Norwegian serial startup entrepreneur, investor, educator, speaker, and advisor to international corporations and organisations on innovation, currently based in the CGN/DUS region of Germany, recognised by the Wirtschafts Woche, the German best-selling business publication, as one of the most important people in the German startup scene.

Vidar founded his first software development company in 1997. In the following years he helped e.g. Statoil, Shell, Esso, TK Shipping, Lyse, Verdens Gang (VG), The Norwegian Ministry of Education, and the Royal Norwegian Government, with what we today call outsourced innovation and digitalisation.

In 2001 he co-founded the secure enterprise content management system "Plone", one of the top 2% open source projects in the world, in use by NASA, Yale, the CIA, the FBI, Lufthansa, Deutsche Telekom and many more.

After almost 10 years helping enterprises, GOs and NGOs innovate and digitalise in Norway, he moved to Germany in 2005 and served for nearly five years in Cologne as the Head of Digital of the lead agency to T-Mobile International.

Later he went on to found the award winning startup "Gauss - The People Magnet", the very first social discovery app, and he was awarded a GEAP scholarship by Deusto University in Bilbao, Spain for his entrepreneurial merits.

Because of his work with startup entrepreneurship education, he was invited to Stanford by Steve Blank to be trained and certified as a Lean Launchpad Educator, enabling Andersen to teach the premium experiential entrepreneurship curriculum from Stanford and Berkeley at universities like the University of Cologne and also organising a version of the Lean Launchpad open to the public as a pre-accelerator program for regional early-stage startups since then.

To answer the demand from corporations and organisations to help them with managing innovation more predictably and efficiently, he founded +Andersen & Associates to combine his experiences from working successfully both in the corporate and startup world, applying the methodologies taught at Stanford. Customers include Deutsche Telekom, Philip Morris International (PMI), Telefónica, BMW Group, BARCO, ABInbev, Reifenhäuser Group, The International Iberian Nanotechnology Laboratory (INL), Zentis, Bertelsmann, Mediengruppe RTL, AXA, Vebego, Yello Strom, Henkel and more iconic brands under NDA. His work with corporate innovation has also been featured in books like "The Innovator's Handbook".

He's been an invited speaker and panelist at places like Stanford, Cambridge, SxSW, Web Summit, LeWeb, London Intrapreneurship Conference, RTL Digital Shapers Conference, and as a stand-in keynote speaker for the Minister of Economic Affairs of the German state of North-Rhine Westphalia. His work has been featured and recognised by the likes of The New York Times, Business Insider, CNN, BBC, TechCrunch, Forbes, TechCocktail, Die Welt, DVICE, ZDF, WDR, DRadio Wissen, WiWo, LinkedIn SlideShare, The Pirate Summit, Le Web, London Web Summit, Dublin Web Summit, TechCocktail Austin, NRW.INVEST, etc.

So far he has been teaching startup entrepreneurship and innovation management at BiTS Iserlohn, University of Cologne, Erasmus University Rotterdam, Karlsruhe Institute of Technology (KIT), University of Applied Science Cologne, Qazvin Islamic Azad University Iran (QIAU), Knowmads Business University Amsterdam, Karlshochschule International University Karlsruhe, Northern Institute of Technology (NIT) Hamburg, The University of Applied Sciences, Arts Northwestern Switzerland (FHNW), and as a co-founder of Germany's largest startup pitching event, The Rheinland Pitch, together with the regional incubator STARTPLATZ he's been teaching over 1.500 (and counting) startups how to pitch investors.



SHORT BIOGRAPHY

Vidar Andersen (b. 1975 in Norway) founds startups to solve his own problems, spreads education on building startups to founders and students, and helps corporations, GOs, and NGOs innovate faster and with better outcomes.

KURZ- BIO

Vidar Andersen (geb. 1975 in Norwegen) gründet Tech- Startups um seine eigene Probleme zu lösen, teilt das Wissen, wie man Startups baut an Studenten und Gründer, und hilft große und mittlere Unternehmen neue Innovationen erfolgreich und effizient umzusetzen.

LINKS

vidarandersen.com

plusandersen.com

pitchingmasterclass.com

www.linkedin.com/in/vidarandersen

CONTACT

**+ANDERSEN
& ASSOCIATES**
tomorrow
today

Elsternweg 17
40668 Meerbusch, DE
Phone: +4915140133149
Mail: you@plusandersen.com
Web: plusandersen.com