

Dr Guus Pijpers

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Guus Pijpers is Managing Director of [Acuerdis](#), providing management consultancy services to global and local enterprises. Guus Pijpers is Affiliate Professor Digital Business at the [Amsterdam Business School](#), part of the [University of Amsterdam](#), the Netherlands. He is also University Lecturer Information Systems at the [Rotterdam School of Management](#), part of the [Erasmus University](#) in Rotterdam, the Netherlands.

His key expertise is data management, digital transformation, information strategy, program and project management, information management, information behavior, data science, IT audit, business analytics, and Building Information Modelling (BIM). 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 IT Auditor.

Guus Pijpers is author of eight [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 management and information behavior at postgraduate courses and Executive MBA institutions. His over thirty years consulting experiences include work for many renowned companies in Europe and North America.

Dr 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. He has gained an Executive MBA at Krannert School of Management, Purdue University, West-Lafayette, Indiana, USA. He also received an Executive MBA of Tias Business School, Tilburg, the Netherlands.

Guus is also Senior Associate at the [Management Centre Europe](#), in Brussels, Belgium. He is for many years contributing to a number of renowned Dutch magazines, targeted at CIOs and other C-level executives. He was also an Academic Advisor at the Institute for Innovation & Information Productivity, San Francisco, USA. For a large number of years, Guus Pijpers was Associate Professor of Information Behavior at [Tias Business School](#), Tilburg, the Netherlands.

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