

CURRICULUM VITAE
for
RUNAR FRAMNES

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Telephone : (+47) 22 95 22 25 (home), 46 41 05 32 (mob),

Born : 15.04.1948

Nationality : Norwegian

Marital status: Married, 3 children

EDUCATION

Officers' School Norwegian Army 1966/67

Degree of Sivil-økonom/BBA and MSc Marketing The Norwegian School of Economics and Business Administration, NHH, Bergen 1971

WORK EXPERIENCE

ACADEMIC :

1978 - **The Norwegian School of Management, BI**
Assistant professor, Marketing 1978-81
Chairman, Department of Marketing,
1981-1984 and 1986-1988.

Present Industrial Professor of International Marketing
and Management
Associate Dean of Programs in International Business and
Program Director, BI Executive School

Program Director, International School of Management (ISM),
Kaunas, Lithuania

2005 (spring) Visiting Professor, Fudan University, Shanghai, China

2004 (fall) Visiting Professor, Northern Illinois University, USA

2001 (summer) Visiting Professor, Northern Illinois University, USA

1999 (fall) Visiting professor, Florida Tech. University, USA

1996 (winter) Program Director, Executive Education,
Kaunas Polytechnic University, Lithuania

1995 (fall) Visiting professor, Northern Illinois University, USA

1992 (fall) Visiting professor, Gdansk School of Management, Poland

1988 (spring)	Visiting professor, Chinese Enterprise Management Association, Beijing, China
1988 (fall)	Visiting professor, Northern Illinois University, USA
1985 (summer)	Visiting professor, Universidad Autonoma de Guadalajara, Mexico
1984 (summer + fall)	Visiting professor, The American Graduate School of International Management (Thunderbird), Arizona, USA
1982 (winter)	Visiting researcher, New Delhi Chamber of Commerce, India.
1975 – 1978	Adjunct lecturer, NMH/The Norwegian School of Marketing
1978 – 1988	Adjunct assoc. professor, SLHK/The Norwegian Teachers' College of Trade and Commerce

NON-ACADEMIC :

1973 - 1978	The Tanum Publishing Group, Oslo and Inter-Tanum A.G., Zurich, Vice President, Marketing
1971 - 1973	The Norw. School of Marketing, Program Director

CONSULTING AND BOARDS OF DIRECTORS

1978 - 1986	The Tanum Publishing Group, Permanent consultant, business management
1975 - 1984	KA Skolen A/S, Permanent consultant, business management
1976 - 1988	The Federation of Norwegian Newspapers, external project manager for the "Newspaper Academy", a 4 1/2 years part time program for newspaper managers.
1981 - 1982	Mobil Oil Norway, Ltd. External project manager for the company's staff training
1978 - 1982	Christiania Bank (Kreditkassen), consultant, bank marketing
1982 - 1984	Marketing consultant, The Council for Norwegian Building Industry
1982 - 1983	Member of the Board and consultant, The Midat Electronics Group, Tromsø
1983 - 1986	Board of Directors, The North Star Cruise Lines Ltd., Oslo-Bahamas
1985 - 1995	Board of Directors, Island Homes (Real Estate) S.A, Spain
1987 - 1989	Board of Directors, Chairman, Col-Rock Holding Ltd., Norway

1988 - 1989	Chicago International Ltd., consultant
1988 - 1989	Consultant, business development, The Norwegian Forestry Commission
1988 - 1989	Board of Directors, Chairman, C/R-Vegetation A/S, Norway
1989 - 1990	Board of Directors, Grøn Våg, A/B, Sweden
1989 - 1995	Charter Cruise Scandinavia A/S, Oslo - West Palm Beach, consultant and Member of the Board
1992 - 1997	Board of Directors, Chairman, FRB Hotel Management, Spain
1993 - 1998	Board of Directors, Finnskogtoppen Health Farm, Norway
1995 - 1999	Board of Directors, Chairman, Dorian Invest A/S, Norway
1996 - 1998	Board of Directors, Chairman, MCL Cruise Line A/S, Norway
1996 - 2001	Board of Directors, Chairman, SAX Media A/S, Norway
1999 -	Board of Directors, Chairman, Dorian DA, Norway
2002 - 2005	Board of Directors, Chairman, SATS Fitness Centres, Norway
2004 -	Board of Directors, Chairman, Mandela Big Five AS, Norway
2004 -	Board of Directors, Chairman, Zebra Hills Game Reserve, S-Africa
2006 -	Board of Directors, Chairman, Møre & Romsdal Biobrensel, Norway
2006 -	Board of Directors, BioWood Norway AS, Norway

PUBLICATIONS

BOOKS:

Planning, Budgetting & Control, with Cyril Dean,
NKS, Oslo 1975

Organizing the Marketing function, with Knut Wold,
NKS, Oslo 1975

Basic Economics, with Arne Simensen
Tanum Norli, Oslo 1975, - 4th ed. 1990

Basic Economics, Work Book, with Arne Simensen
Tanum-Norli, Oslo, 1975, - 4th ed. 1990

Sales Force Management, with Ansgar J. Pedersen,
Arne Simensen og Oddvar Øyangen, NKS, Oslo 1976

Managing SMBs, with Oddbj. Røstadli,
KA-skolen, Oslo 1976

Inflation and Economic Control, with Oddbj. Røstadli and Arne-Jon Isachsen, KA-skolen, Oslo 1976

Managerial Economics, Text Book, with Elias S. Rekkedal Tanum-Norli, Oslo 1977

Managerial Economics, Work Book, with Knut Boye and Elias S. Rekkedal, Tanum Norli, Oslo 1977

Marketing - Planning & Control, with Knut Boye and Elias S. Rekkedal, Tanum-Norli, Oslo 1977

Basic Marketing, Tanum-Norli, Oslo 1978

Basic Managerial Economics, KA-Skolen, Oslo 1979

Advertising Control, with Cyril Dean, KA-Skolen, Oslo 1981

Financial Control of Marketing Operations, with Rolf Walles, Tanum-Norli, Oslo 1981

Basic Marketing, Work Book, with Svein-Erik Blom, BI, 1982 - 5th ed. 1997

Basic Marketing, Answers & Comments To Work Book, with Svein-Erik Blom, BI, 1982 - 5th ed. 1997

Basic Economics, Texts & Cases, with Arne Simensen Tanum-Norli, Oslo 1984

Marketing Management, with Svein-Erik Blom and Hans Math. Thjømmøe, Tanum-Norli, Oslo 1984, - 2nd edition 1986, - 3rd ed. 1990, - 4th ed. 1994, -5th ed. 1997.

Integration of Data Technology in Marketing Management, with Carl Borge-Andersen and Hans Math. Thjømmøe, Norsk Management Forlag, Oslo 1986.

Basic Marketing, with Svein-Erik Blom, NKS, Oslo 1988.

International Marketing & Management, articles and cases with Carl A. Solberg, BI, Oslo 1990, - 4th ed. 1997.

Marketing Management, Work Book, with Arne Stokke Johnsen, Universitetsforlaget, Oslo 2001.

Marketing Management, with Hans M Thjømmøe, Universitetsforlaget, 6th ed., Oslo 2001 – 7th ed., 2006

ARTICLES:

Marketing: Profit, Not Volume, four articles,
The Norwegian Journal of Marketing.

What do our Schoolchildren's Text Books say about Marketing ?
- An Analysis of Attitudes and Knowledge of Textbook Authors,
The Norwegian Journal of Marketing

Make your Marketing Efforts Pay, The Businessman's Yearbook

RESEARCH REPORTS:

An Analysis of the Product Spectre of Norwegian Supermarkets,
The Norwegian School of Economics and Business Admin.,1971.

"An Evaluation of recent Australian and Norwegian Policies to
Increase Export Orientation, with L. Welch, research report,
published by The Academy of International Business, Miami 1982.

Entering International Markets via Franchising - A Comparative
Study, with Lawrence S. Welch, research report,
Academy of International Business, Brisbane 1992.

"Bio-energy in Norway". Director of a major 3-year research
program financed by the Department of Agriculture,
6 research reports on buyer preferences and commercialization of
bio-energy, published by NLVF 1997-98.

"Does Mood Explain it?" Unexplained Results in Group
Comparisons Using Homogeneous Subjects in an Experimental
Setting, with Erik L. Olson and Hans M. Thjømmøe, Norwegian
School of Management / Society for Consumer Psychology 1998.

TEACHING INTERESTS:

- International Marketing & Strategy
 - General Marketing and Marketing Strategy
 - Legal and Ethical Aspects of Competition and Consumer Protection
 - Financial Control of Marketing Operations
- Since 1989 approximately 60-70 % of my teaching and program responsibilities have been within the executive sector - both in Norway and internationally.

BOARD & COMMITTEE WORK at The Norwegian School of Management :

Member of the control committee for graduate majors in
"International Management" (1981 - 2003).

Member of the control committee for research within
international subjects (1980-84)

Member of the Faculty Senate (1981-84 and 1986-88 and 2001- 2003)

Member of the Council (1981 – 1984, 1986-88 and 1996-99)

Project leader, "Export Operations" (1989 - 2000),
a joint programme with the Norwegian Trade Council

Member of the Program Committee for the 3 year program
in "Travel & Tourism Management (1991 - 1999)

Project Manager "Travel & Learning" - a joint international executive
education program with Scandinavian Airlines (SAS) - (1991-1994)

Program Director, Management training program for Polish and
Lithuanian top executives, financed by the Ministry of Foreign Affairs
(1992 - 1996)

Member of the Board of Directors (the school's highest governing
body), 1993-1995.

COURSE DEVELOPMENT at the Norwegian School of Management. : (*)

"International Management" - 1 year part time course for executives

"Topics in Marketing", 6 credit course for the MBA degree

"International marketing", 6 cred. " " " " "

"International strategies", " " " " " "

"Laws of Competition & Consumer Protection", " " "

"Marketing Management", 6 days intensive course for
middle managers

"Marketing Management", revised and extended 4 credit
course for the BBA degree

"Management Program for Polish top executives",
30 credit program, Oslo/Gdansk

"Management Program - Marketing for executives",
30 credit course for the "Master of Management" program

"Management Program – International Marketing Strategy",

30 credit course for the "Master of Management" program.

"International Management and Strategy", 30 credit capstone course
in the 4-year Bachelor's program in International marketing

"In-house Executive Programs" (9 - 30 credits) for the following

"BI-Partner" companies:

- The Norwegian State Railways (6 programs)
- The Association of Norwegian Dairy Industries,(3 programs)
- The Skretting Group (salmon industry)
- Toyota Norway
- Sparebanken Nord-Norge (The Savings Bank of Northern Norway)
- BP Nutrition / NUTRECO, London / Amsterdam
- IBM Norway
- Norsk Hydro Research Centre

- Kreditkassen/Nordea Bank
- DnB/The Norwegian Bank

"IN-HOUSE" SEMINARS FOR TRADE FEDERATIONS AND COMPANIES :

- "Inflation and Economic Control", KA-skolen /Tanum Norli, Oslo
- "Bank Marketing", Den norske Creditbank, Oslo
- "Market & Consumer Law", Christiania Bank & Kreditkasse, Oslo
- "Managing the Marketing Operations", " " "
- "Newspaper Marketing", The Federation of Norw. Newspapers.
- "Market & Consumer Law", " " "
- "Managerial Economics", " " "
- "Financial Control of Marketing Operations", The Norwegian Marketing Association, Oslo
- "Communication & Motivation", The Feder. of Norw. Newspapers
- "Strategic planning", " " "
- "Marketing Management", " " "
- "Marketing Management" A/S Kabi Vitrum Farmaceuticals, Asker
- "Marketing Management", H.A. Møller/Volkswagen, Oslo
- "How to develop a Market oriented Organization?",
The Midat Electronics Group, Tromsø
- "Communication & Motivation", Mobil Oil Ltd, Oslo
- "The Legal Aspects of being a Marketing Manager",
Mobil Oil Ltd., Spain
- "Product Management", Asea Brown Boweri (ABB), Asker
- "Market Orientation and Consumer Satisfaction", The Orkla Group,
Norway
- "Market Orientation and Consumer Satisfaction",
The Association of Norwegian Dairy Industries, TINE, Oslo
- "Cross cultural Management in the international salmon industry,
EWOS, London.

EXTERNAL COMMITTEES, etc.:

- The Norwegian Marketing Association,
member of the committee for professional affairs
- The Polytechnic Association of Norway,
member of the Export Group
- International Business Forum, member of the Exec. committee
- The Norwegian Journal of Marketing,
member of the Editorial Board
- The Conservative Party of Norway,
Organizational Vice President, Asker/Akershus, 1985-87
- The Norwegian Government's committee for developing a
"National Export Strategy after year 2000".
- Maison Camus, Cognac, France, Membre du Conseil
- The Norwegian Athletics Federation,
Chairman of the Committee for PR & Media
- The Norwegian Foundation for Athletics,
Chairman of the Board
- The City Council of Asker, member of the council and vice
president of the committee for education and youth.