

## Alan Christian Morrison Brejnholt

PhD in International Management and Comparative CSR

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**Languages:** Danish (native), English (fluent), German, Portuguese (intermediate)

**DoB:** June 5<sup>th</sup> 1986, Denmark

**Located:** London

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### Professional profile

#### **Affiliate Professor (Academia) | ESCP Business School | London, England | 2025-present (Visiting Professor 2023-2025)**

*Private business school with campuses in Paris, London, Berlin, Turin, Warsaw and Madrid (#5 top European Business School, FT, 2025)*

##### *Key Achievements*

- Cross European campus coordination and alignment with Paris, Berlin and Turin for corresponding inter-campus modules
- 200+ hours of teaching of 500+ students pr. academic year 2024-26, and 150+ hours of teaching 400+ students 2023-24
- Guest lecture in MBA + 'Master lecture' 2023-24 and 2024-25 for open days for aspirant Bachelor students and family members + conducted entry interviews of applicants + generated and facilitated case study assessment for students seeking scholarship

##### *Responsibilities*

- Lecturing on inter-campus master's in management (1<sup>st</sup> year MiM) Sustainability module (100+ students), 2024-25 and 2025-26
- Lecturing on CSR and Business Ethics (3<sup>rd</sup> year BiM) 2025-2026 (140+ students), and module leader on Circular Economy (3<sup>rd</sup> year BiM, 2023-24 and 2024-25 (100+ students)
- Lecturing, seminar instructor and London campus module lead on inter-campus Introduction to Business Organisations and Strategy of bachelor's in management (1<sup>st</sup> year BiM, 300+ students) + organised corresponding 'grand finale' pitches for best business ideas for academic years 2023-26 with external panel, and, lecturing on the 1<sup>st</sup> Introduction to Sustainability, 2023-26 incl. developed content and organised sustainability day event (1<sup>st</sup> year BiM 300+ students) with internal and external professors during academic year 2023-24

#### **Research Associate Social Innovation and Teaching Fellow (Academia) | Loughborough University | London, England | 2022-2025**

*Joint social innovation project across UK, Canada, Netherlands, Mexico and Brazil (\*further details under academic profile)*

##### *Key Achievements*

- Three consecutive years of teaching 70+ global cohort master students at the Institute for International Management + supervising dissertation of 12 students per academic year
- Participation in 10+ globally based conferences + disseminating qualitative data analysis, implications and white paper to case participants and funders of research project on Social Innovation in and around Multinational Corporations
- White paper development on social innovation in and around multinational companies based on corresponding data and theory

##### *Responsibilities*

- Drawing on theory of change and branches of institutional theory in the analysis of 86 semi-structured interviews conducted of cases for social innovation: sustainable finance, legal advisory for social entrepreneurs and equality, diversity and inclusion in multinationals + synthesised interviews using qualitative data software system to present to project participants and conferences
- Module lead for Managing Sustainability and Corporate Social Responsibility in academic years 2023-2025
- Representative of the UK team to Mexican and Brazilian project partners incl. field trip, leading on stakeholder engagement and management and mediation of data across the project

#### **Business Transformation Associate (Impact Investment) | The Storm Network | Sao Paulo, Brazil | 2017-2018**

*A network providing investor access and linkages to social entrepreneurs and inspiring 'wholesome' cross-sectoral collaboration*

##### *Key Achievements*

- Led on sensemaking process to tease out team contributors/partners vision, aspiration and direction
- Developed comprehensive proposals on structure and strategy to partners including an alliance with an impact assets investor

##### *Responsibilities*

- Utilised problem solving and strategic thinking to provide advisory support to social entrepreneurs and create a collaborative and interactive platform for investors and social entrepreneurs. Briefed clients for institutional client meetings
- Defined and coordinated internal contributors' responsibilities in line with business structure and strategy

#### **Standards Facilitator (Civil Regulation) | B Corp | Sao Paulo, Brazil | 2016-2017**

*An organisation using standards to measure company impact on society for systems change*

##### *Key Achievements*

- Designed and proposed improvements for societal impact and socio-economic legacy of pending company activities, subsequently facilitating requirements and preparation to ensure certification for four companies - two social entrepreneurs and two conventional businesses

- Contributed to continuous development of impact assessment metrics to evaluate corporate governance, business models and value chains of corporate conduct

#### *Responsibilities*

- Utilised the B impact assessment framework to analyse and evaluate client business models and value chains of the Latin American unit of B Corporation, Sistema B for a 60-member client network
- Presented economic ideas and new economic thinking to external institutions in Latin American economy

#### **Political Risk Analyst (Manufacturing Industry) | Grundfos | Copenhagen, Denmark & Sao Paulo, Brazil | 2014 – 2015**

*Danish multinational world leading pump supplier*

#### *Key Achievements*

- Carried out industry and political economic analysis and designed strategies based on acquired market intelligence from 30 key suppliers, clients and institutional stakeholders.
- Identified a submarket opportunity and initiated a new submarket entry for a market size of up to 30 000 potential clients
- Created strategic scenario planning on the basis of the nexus between socio-economic and political activity and industry analysis in uncertain market terrain

#### *Responsibilities*

- Offered sound market insights and provided options for viable segments and sales channels to country general management in Brazil and Head of Business Intelligence at HQ in Denmark
- Proposed recommendations for product portfolio and segmenting for the Brazilian market based on projected trends in the political economy to general management of Brazil
- Delivered reports on political economic trends in the Brazilian macro environment to Danish Consulate and 20+ Danish multinational companies in Brazil

#### Additional work experience:

##### **Project Manager of Strategic Scenario Planning (Building Supply) | XL Byg Brejnholt (Brejnholt Group\*\*) |**

Aarhus, Denmark | 2016

##### **Project Market Analyst (Manufacturing Industry) | Nilfisk Brazil**

Copenhagen, Denmark and Sao Paulo, Brazil | 2015

##### **Student Consulting in Financial Solutions (Banking Sector) | Activo Bank of Millenium BCP**

Lisbon, Portugal | 2014

##### **Internship in Business Development and Foreign Market Entry (Health Sector) | Nal von Minden**

The Hague, Netherlands | 2011

##### **Part Time Content Solution Writer (Sports Industry) | Independent Content Solutions**

Leeds, England | 2010

### **Education**

#### **PhD International Management and Comparative Corporate Social Responsibilities** (full scholarship)

*Institute for International Management at Loughborough University London | England | 2018-2022*

- Supplementary PhD courses: Perspectives on Governing Sustainable Development | Copenhagen Business School | Copenhagen, Denmark, 2021, and; Theorising in International Business and Economics | Henley Business School | Reading, England, 2019
- Methods training: Applied Regression Models | Essex University | Colchester, England | 2019 | Multi-Methods Research Design, and; Qualitative Data Analysis | Central European University | Budapest, Hungary | 2019

#### **Double MA of International Management CEMS (Global Alliance in Management)** (Ranked #3 for Management Studies, FT 2012)

*Copenhagen Business School & Nova School of Business and Economics | Denmark & Portugal | 2013 – 2014*

- Specialisations: Competition Policy, Strategic Management, Management and Law
- Student consulting project in Business Development | Activo Bank of Millenium bcp | Lisbon, Portugal
- Internship in new market development at Nal von Minden | The Hague, Netherlands
- Supplementary course: Business to Government Relations | Bocconi University, Italy
- Language course: German Business Communication B2/C1 | Vienna University, Austria

#### **MSc International Business and Politics**

*Copenhagen Business School | Denmark | 2012 – 2014*

- Specialisations: Global Economic Strategy, International Law and Politics, Business Regulations for Political Economy
- Supplementary credits for entry: International Finance, Comparative Political Economy

#### **BA (Hons) International Business**

*Leeds Business School | England | 2007 – 2011*

- Specialisations: EU Business and Policy, Economic Development
- Summer universities: Cross Cultural Management | TE Institute of Crete, Greece, and; European Politics | Maastricht University, The Netherlands
- Internship in sports development | West Yorkshire Sport Leeds, England
- Exchange: Minor in Sport Business Management, Brock University, Canada

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## Academic profile

### Publications

- Navigating Plurality: The State and Corporate Social Responsibilities | Loughborough University Repository | PhD | 2022
- Book chapter (single author): 'Universal CSR' and its discontents in an emerging economy | *Inequality, Geography and Global Value Chains* | Academy of International Business (AIB) book series | Palgrave Macmillan | 2022
- Journal article (co-author): Ecologically embedded design in manufacturing: Legitimation within circular economy | *Sustainability* | 2020
- Book chapter (first author): State Capitalism and CSR: A comparative typology | *Oxford Handbook on State Capitalism and the Firm* | Oxford University Press | 2020

### Working papers as part of research associate role\*

- 2<sup>nd</sup> Review and Resubmit (first author) State de-orchestration of CSR in Brazil under the Bolsonaro government and the impacts on corporate discretion | *Journal of Management Studies*
- The impact of sanctions on corporate sustainability (co-author) | Presented at European Group for Organisational Studies (EGOS), Athens, Greece, 2025 and Paper Development Workshop at Academy of Management, Copenhagen, 2025
- M&As of social innovations (first-author) | Presented at annual conference of Society for Advancing Socio-Economics (SASE), Montreal Canada, 2025
- Strategic action fields and the logics of three social innovations (co-author) | Presented at SASE Montreal, 2025
- Overcoming polarisation in sustainability through education (co-author)

### Selected conferences and workshops

- Conference paper: A comparison of process and impact of certificate-based and norm-based social innovation systems | SASE | Limerick, Ireland | 2024
- Paper development workshop: Awakening the gorilla in the closet: State orchestration of CSR contesting government power in a developmental state | EGOS | Vienna, Austria | 2022
- Conference paper: Incapable or politicised? The government and CSR in Brazil | Academy of International Business, UK Chapter | Reading, England | 2022
- Paper development workshop: 'Universal' CSR and its discontents in an emerging economy? Journal of International Business Policy [online] | 2021
- Conference paper: Outsourcing CSiR in an emerging economy: The business case of CSR and Brazilian MNCs | International Association for Business and Society (IABS) [online] | 2021
- Round table: The Global South diffusing CSR in the Global North: The case of Natura and The Body Shop | B Corp Academics [online] | 2020
- Research seminar presentation: Institutional complexity of Brazilian MNCs' CSR engagement: green colonialism or corporate irresponsibility? | Oxford Latin American Graduate Network [online] 2020
- Research seminar: Emerging Markets, EMNCs and ESG | Universidad de San Andrés | Buenos Aires, Argentina | 2018

### Additional Teaching

- Fixed term lecturer: Strategy, Operations and Entrepreneurship | BA and MA students at University of Essex | 2021-2022
- Teaching assistant: Comparative Human Resource Management | MA students at Kings College London | 2022
- Lecturer stand in: International Business and Entrepreneurship in Developing Economies | MA students at Loughborough University London [online] | 2020
- Teaching assistant: Varieties of Institutional Systems and Management | MA students at Loughborough University London | 2019

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## Extra-curricular activities

### Certificates

Post Graduate Certificate Social Innovation Management, Amani Institute | Sao Paulo, Brazil | 2017  
Prokura Consulting Academy, Prokura Consulting | Copenhagen, Denmark | 2013  
Proactive Management, Aarhus Sports College | Aarhus, Denmark | 2007  
American Youth Soccer Organisation for Coaching | California, USA | 2006

### Professional Boards

Equity, Diversity and Inclusion (EDI) committee Loughborough University London | 2022-2024  
Council Member of the Danish unit of Action Aid (International NGO) | Copenhagen, Denmark | 2016 – 2018  
\*\*Board Member and co-owner of Brejnholt Gruppen, 300+ mil Euro annual revenue in building material supplies (Family Business) | Aarhus, Denmark | 2012 – present

### Volunteer Work

Pro Bono Consultant at Leeds Children's Charity | Leeds, England | 2010 - 2011  
Assisting Event Agency for Wizcraft Entertainment Pvt Ltd International Indian Film Academy at IIFA | Bangkok, Thailand | 2008  
Actor at Fiorentina's Foundation and Urban Sprawl Theatre Group for social inclusion | London and Leeds, 2020-2025 and 2007 – 2008