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**v2c forum 2009**

building business from venture-to-capital

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# CHRISTIAN ASPEGRÉN

Session Chair: GVL Talks - BUSINESS

University of Jyväskylä, Finland

Christian Aspegrén is a member of the Global Venture Lab team and Project Director at JYU – with responsibility for an externally financed Growth Strategy Logic project, until the end of July 2010. The aim of this project is to develop new strategy initiatives and instruments for ventures with global growth potential.

He has acquired unique experience from several hundred corporations. He has been responsible for the development and commercialization of a large number of innovations. He is the founder, co-founder, co-entrepreneur of many innovative and successful ventures. In addition to being an entrepreneur and innovator he has been strategy consultant to a large number of international and national corporations. In this process he has over three decades tried to define the barriers for growth as well as develop motors to speed up the penetration of new innovations, for persons, products, services and business concepts. He has achieved remarkable results from his most recent strategy and positioning work for some of the fastest growing corporations and major global driver organisations.

Christian Aspegrén holds a Masters degree in business and economics from the Swedish School of Economics (Hanken) in Helsinki (1982). Between 1982 and 1988 he was a doctorate student at Hanken conducting research about how organisation cultures affect the corporate image. In 2006 he re-embarked on his PhD studies now studying new growth venturing instruments. In January 2009 he joined the growth venturing team of Professor Marko Seppä at the University of Jyväskylä. His present research work is resulting in at least a new revolutionary growth venturing instrument.

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