



**Huib Wursten**  
Den Haag 1942

**Education:** University of Amsterdam (1972), Educational psychology.

**Professional experience.**

Huib Wursten was up till January 2008 one of the two managing partners of ITIM International. ITIM International is specialized in advising companies and supra-national organizations in how to manage global teams. ITIM International is having licensees in 20 countries.

Huib is experienced in translating the international and global strategies and policies into the practical consequences for management.

Since 1989 he has been working in this field with a variety of Fortune top 1000 companies.

Huib Wursten has worked in and with public and private organizations in 85 countries on various continents. His main clients in the business sector are IBM, 3M, McCain, Quest, Texaco, ABN AMRO, Nike and Unilever.

From 1994 he conducts courses at and gives advise to the IMF in Washington and from 2000 on he does the same for the European Central Bank in Frankfurt.

Other important non-profit organizations he has been involved with are Europol, the Worldbank, UNDP, Council of Europe and the Dutch peacekeeping forces.

He has advised the Russian administration on the influence of culture on political and economic behavior.

Wursten has written an award winning paper which was published for "Nyfer", a Research Institute related to Nijenrode University "*Mentale Beelden. De invloed van Cultuur op (economisch) Beleid*" (Mental Images. The influence of culture on (economic) policies) (1997).

An English updated version is available on request

He is fluent in English, German, French, and Dutch.

**Previous experience.**

**1969- 1972** Lecturer in educational psychology at training school for teachers: "School voor Taal en Letterkunde" in The Hague.

**1970- 1972** Lecturer educational film and television at: “Academy for Film and Television” in Amsterdam.

**1972- 1980** Director of television- and radio programming of the “Open school” in The Netherlands. Modelled after the “Open University” in the UK. (Second chance education for adults via distance learning).

**1980- 1985** Managing Director of Educom, a consultancy bureau for change management in complex organizations and HRM.

**1985 – 1990** – Director of the department for management training and policymaking of the Dutch Civil Service Training Institute (ROI).

### **Selection of publications.**

Wursten H, Changes in Society and in Public Administration. In: Bestuur. Special issue, Volume 7 nr. 9. ISSN 0167-6733

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Huib Wursten, Tom Fadrhonc, International Marketing and Culture (2012).

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Huib Wursten, Fernando Lanzer, The EU: the third great European cultural contribution to the world (2012).

<http://www.clubofamsterdam.com/contentarticles/86%20Europe/itim%20eu%20report.pdf>

Huib Wursten, Carel Jacobs, The impact of Culture on Education (2013).  
[https://www.academia.edu/22731263/The impact of culture on education Can we introduce best practices in education across countries?](https://www.academia.edu/22731263/The_impact_of_culture_on_education_Can_we_introduce_best_practices_in_education_across_countries?)

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Mentale beelden: de gevolgen van cultuur voor organisaties 1998.

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