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Aard Groen is professor in innovative entrepreneurship, research fellow of IGS, scientific director of NIKOS, the Dutch Institute for Knowledge Intensive Entrepreneurship at the University of Twente, the Netherlands, and head of department of Entrepreneurship, Marketing, Strategy and International Management. Groen's research interest is focusing on knowledge intensive entrepreneurship in networks. He published in journals & books on entrepreneurship, marketing, environmental management, university-industry interaction and technology dynamics. Groen is member of the editorial board of the Journal of Technopreneurship. Groen teaches on all academic levels Innovation, Marketing & Entrepreneurship. Groen is involved in several projects on business development methods in national and international contexts, among others in Twente, Moscow, South Africa, and the Baltic region. Groen received his PHd in business administration at the University of Groningen, and studied public administration (Msc) at the University of Twente. Groen is member of the steering group of EISB the EFMD-chapter on entrepreneurship, several Dutch policy councils and chaired conferences on High Tech Small Firms (Enschede, 2004, 2006), Dutch Flemish academy of entrepreneurship, European summer school on entrepreneurship, and delivered key notes to conferences in The Netherlands, Finland, Germany, South Africa and Russia.