

Thomas Mejtoft

Curriculum Vitae

Contact Information

Thomas Mejtoft

22 September 1976

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www.mejtoft.se/research/

Higher Education

- 11/2008 *PhD in Media Technology and Graphic Arts*. Royal Institute of Technology (KTH), Stockholm, Sweden.
(sv: *Teknologie Doktorsexamen i Medieteknik och Grafisk Produktion*)
Doctoral Dissertation: *Institutional arrangements and competitive posture: Effects of company structures in the commercial printing industry*
(defense: 2008-11-11 / supervisor: Prof. Nils Enlund, KTH).
Licentiate Thesis: *Strategies in the digital printing value system*
(defense: 2006-11-17 / supervisor: Prof. Nils Enlund, KTH).
- 04/2003 *Master of Science in Business Administration and Economics*, 240 credits* (4 years). Umeå School of Business, Sweden.
(sv: *Ekonomie Magisterexamen med Civilekonominriktning, 240 hp/160 p*)
Master's Thesis: *Varför inte www? En studie om motsättningar till Internethandel*. (in Swedish)
Bachelor's Thesis: *Analys av prissättning av svenska nyintroduktioner på OM Stockholmsbörsens O-lista under 1998-1999*. (in Swedish)
- 02/2003 *Master of Science in Engineering Physics*, 270 credits* (4.5 years). Umeå Institute of Technology, Sweden.
(sv: *Civilingenjörsexamen i Teknisk Fysik, 270 hp/180 p*)
Master's Thesis: *Residential gateway as an enabler for ASP services*.
- 06/1995 *High School Diploma, Major in Technology with specialization in Chemical Engineering* (3 years). Dragonskolan Upper Secondary School, Umeå, Sweden.
(sv: *Teknisk linje, Kemiteknisk gren*)
Diploma Work: *Aurora borealis - Norrskan*. (in Swedish)

Degree certificates available on request.

Professional Experience

- 09/2010 - *Associate Professor in Media Technology*. Department of Applied Physics and Electronics, Umeå University, Umeå, Sweden.
- 07/2009 - 12/2010 *Consultant and Research Associate*. BrainBanana Consulting, Umeå, Sweden.
- 01/2009 - 07/2009 *Postdoctoral Research Fellow*. Mid Sweden University, Örnköldsvik, Sweden.
- 11/2006 - 01/2009 *Senior Research Associate*. STFI-Packforsk AB, Örnköldsvik, Sweden.
- 09/2003 - 11/2006 *Research Engineer*. STFI-Packforsk AB (currently: Innventia AB), Örnköldsvik, Sweden.
- 06/2003 - 08/2003 *Research Scientist and Consultant*. Full time. Framkom Affärsutveckling, Örnköldsvik.
(Framkom merged with STFI into STFI-Packforsk during summer/fall of 2003)

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Professional Experience (cont')

- 01/2003 – 06/2003 *Teacher in Computer Science.* Liljaskolan Upper Secondary School, Vännäs, Sweden.
- 08/2001 – 02/2002 *Master of Science Thesis.* Telia Research AB, Nynäshamn, Sweden.
- 06/2000 – 06/2003 *Driver (Part time).* Poståkeriet Sverige AB, Umeå, Sweden.
- 08/1998 – 07/1999 *Assistant in charge of Business and Alumni Contacts (Part time).* Department of Physics, Umeå University, Umeå, Sweden.

References available on request.

Responsible Positions

- 01/2013 – *Member of the Council for Research and Postgraduate Studies.* Department of Applied Physics and Electronics, Umeå University.
(sv: Ledamot, Förberedanderådet för forskning och forskarutbildning, Tillämpad Fysik och Elektronik)
- 07/2000 – 06/2001 *Member of the Student Reference Group.* Centre for Educational Technology, Umeå University.
(sv: Ledamot, Referensgrupp Centrum för Utbildningsteknik)
- 03/1999 – 03/2001 *Member of the Ethical Committee.* Academic Computer Club, Umeå University.
(sv: Ledamot, Etiska kommittén Academic Computer Club)
- 07/1998 – 06/2001 *Member of the Executive Board.* Faculty of Sciences and Technology, Umeå University.
(sv: Styrelseledamot, Fakultetsnämnden för Teknisk- Naturvetenskaplig Fakultet)
- 03/1998 – 05/1999 *Chairman of the Board.* Academic Computer Club, Umeå University.
(sv: Styrelseordförande, Academic Computer Club)
- 07/1997 – 06/1999 *Member of the Education Committee.* Umeå Students Union for Natural Sciences and Technology, Umeå University.
(sv: Ledamot, Utbildningsutskottet, Umeå Naturvetar- och Teknologkår)
- 07/1997 – 06/1999 *Member of the Executive Board.* Umeå Institute of Technology.
(sv: Styrelseledamot, Styrelsen för Tekniska Högskolan vid Umeå universitet)
- 07/1997 – 06/1998 *Auditor.* The Engineering Physics Study Program's Student Association, Umeå University.
(sv: Revisor, Umeå Tekniska Fysiker)

More information and references available on request.

Technical Skills

Good knowledge of the most common software and operating systems, including, among others, *Windows, Unix/Linux, Mac OS X, iOS, Android, Microsoft Office, SPSS, Minitab, Matlab, Visual Studio, Eclipse, SIMCA, MODDE, XMPie, and Adobe CS.*

Experience of development and programming using, among others, *PHP, XHTML, HTML, HTML5, XML, CSS, JavaScript, ASP.NET, Perl, C, C#, Android, Matlab, Java and Flash.*

Language Skills

- Swedish*, native.
English, fluent.
French, basic.

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Other

- 01/2009 – 06/2009 *Holder of Postdoctoral Research Scholarship.* Kempe Foundations.
09/2005 – *Member of the PrintTech Research (T2F) network.*
(sv: TryckTeknisk Forskning)
06/2003 – 06/2006 *Holder of Research Scholarship.* Kempe Foundations.
05/1998 – *Member of the Nova 100/Nova Pro network.*
10/1994 – *Driving license, vehicle group B (car or light lorry).*

Further Education (selected)

- 2010 *Web 2.0, 7.5 credits* . Umeå University.*
2009 *XMPie training, 3 days. XMPie.*
2008 *Database systems in printing processes, 7.5 credits* . Mid Sweden University.*
2007 *Markets, marketing and branding in the forest industry. 4.5 credits* . Forest Products Industry Research College (FPIRC), Royal Institute of Technology.*
2006 *Statistical design of experiments, 7.5 credits* . Mid Sweden University.*
2006 *Web design, usability and accessibility, 15 credits* . Umeå University.*
2005 *Multivariate data analysis with PCA and PLS, 4.5 credits* . Mid Sweden University.*
2004 *Print quality evaluation, 2 days. STFI Advanced Training.*
2004 *Digital business, 15 credits* . Umeå University.*
2003 *Interactive computing on the web, 7.5 credits* . Mid Sweden University.*
2003 *Printing technology, 7.5 credits* . Mid Sweden University.*

More information and complete listing of University and training courses available on request.

* Sweden has a system of higher education credits (sv: högskolepoäng); one ordinary 40-week academic year corresponds to 60 higher education credits. The system is compatible with ECTS credits. All academic records in this CV have been converted to this current academic system.

Before 1 July 2007 Sweden had a system of credit points (sv: poäng), one week of successful full-time study was equivalent to 1 credit point (equivalent to 1.5 ECTS credits or 1.5 higher education credits).

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Research Portfolio

Research Positions

- 09/2010 – Associate Professor in Media Technology. Department of Applied Physics and Electronics, Umeå University, Umeå, Sweden.
- 01/2009 – 07/2009 Postdoctoral Research Fellow. Mid Sweden University, Örnköldsvik, Sweden.
- 11/2006 – 01/2009 Senior Research Associate. STFI-Packforsk AB (currently: Innventia AB), Örnköldsvik, Sweden.
- 06/2004 – 08/2008 Postgraduate Student. Royal Institute of Technology, Stockholm, Sweden.
- 06/2003 – 11/2006 Research Engineer. STFI-Packforsk AB (currently: Innventia AB), Örnköldsvik, Sweden.

Publications


- Mejtoft, T. (in-press). Näringslivskopplad utveckling som lärform: Projekt och case inom interaktionsdesign. Accepted for presentation and publication at the NU2014 Conference in Umeå, Sweden, October 2014.
- Nilsson Helander, K., & Mejtoft, T. (in-press). *Smart TV as a marketing channel*. Accepted for presentation and publication at the Academy of Marketing Science 17th Biennial World Marketing Congress in Lima, Peru, August 2014.
- Mejtoft, T. (2014). Building relationships for survival: Coping media industry dynamics. In A. G. Woodside, R. Marshall, & H. Pattinson (Eds.), *Field Guide to Case Study Research in Business-to-Business Marketing and Purchasing*. Advances in business marketing and purchasing, Volume 21 (pp. 39-59). Bingley, UK: Emerald Group Publishing Limited. (isbn: 978-178441080-3; issn: 1069-0964)
- Appelgren, E., Leckner, S., & Mejtoft, T. (2014). The media consumers' conscious and unconscious choices - a key to understanding the news media consumption of tomorrow. In S. Zlitni, F. Liénard, D. Dula, & C. Crumiére (Eds.), *Communication électronique, cultures et identités* (pp. 521-528). Editions Klog. (isbn: 979-109227202-4)
- Mejtoft, T. (2014). *Media industry dynamics: Competitive and flexible company structures using concurrent sourcing*. Paper at the 11th World Media Economics and Management Conference, Rio de Janeiro, Brazil. Paper presented at the 11th World Media Economics and Management Conference in Rio de Janeiro, Brazil, 14 May 2014.
- Sonning, S., Mejtoft, T., Ternström, S., & Lyberg Åhlander, V. (2014). *Reliability of voice SPL estimations with an air-coupled microphone fastened to the neck* [abstract]. Contribution at the XXII Annual Pacific Voice Conference (PVC), Kraków, Poland.
- Appelgren, E., Leckner, S., & Mejtoft, T. (2014). Mediekonsumentens medvetna och omedvetna val. En nyckel till morgondagens mediekonsumtion. In U. Carlsson, & U. Facht (Eds.), *Mediesverige 2014. Statistik och analys* (pp. 29-37). Göteborg: Nordicom. (isbn: 978-918947179-4; issn: 1104-4829)
- Mejtoft, T. (2013). Concurrent sourcing as a competitive advantage: A case study of the graphic arts industry. *ANZMAC2013 Conference Proceedings*. Auckland: The University of Auckland Business School. (issn: 1447-3275) Paper presented at the ANZMAC Conference in Auckland, New Zealand, 4 December 2013.

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Research Portfolio

Publications (cont')

- Mejtoft, T., Gulliksson, H., & Holmgren, U. (2013). Affärsmässig ingenjörsutbildning. 4:e Utvecklingskonferensen för Sveriges Ingenjörsutbildningar, 122-126. (issn: 0348-0542/UMINF 13:21)
- Kvarnbrink, P., Fahlquist, K., & Mejtoft, T. (2013). Biometric interaction - A case study of visual feedback and privacy issues in new face recognition solutions. In *CHI 2013 Extended Abstracts on Human Factors in Computing Systems (2367-2370)*. New York, NY: Association for Computing Machinery. (isbn: 978-145031952-2; doi: 10.1145/2468356.2468772)
Contribution at the *CHI 2013 Conference on Human Factors in Computing Systems* in Paris, France, April/May 2013. Paper awarded "Best Case Study" by ACM/SIGCHI (top 1% of 1'963 submissions). 
- Sonning, S., Lindström, F., & Mejtoft, T. (2013). *VoxLog: Experiences from practical use of a voice data collection system* [abstract]. Contribution at the 3rd Occupational Voice Symposium: The Voice at Work, London, UK.
- Mejtoft, T. (2013). Moving closer to the customers: Effects of vertical integration in the Swedish commercial printing industry. In S. Wright (Ed.), *Competitive Intelligence, Analysis and Strategy: Creating Organisational Agility* (pp. 181-193). Abingdon: Routledge. (isbn: 978-041563128-0)
Reprint of the paper "Moving closer to the customers: Effects of vertical integration in the Swedish commercial printing industry", previously published 2010 in the *Journal of Strategic Marketing*.
- Mejtoft, T. (2012). Relationships for survival - Changes in the media industry. *ANZMAC 2012 Proceedings*. Adelaide: University of South Australia. (issn: 1447-3275)
Paper presented at the *ANZMAC Conference* in Adelaide, Australia, 5 December 2012.
- Mejtoft, T. (2011). Enhancing customer relations using customized printing. *ANZMAC 2011 Conference Proceedings*. Perth: Edith Cowan University. (isbn: 978-064656330-5)
Paper presented at the *ANZMAC Conference* in Perth, Australia, 29 November 2011.
- Mejtoft, T., & Gulliksson, H. (2011). *Open sustainability: Supporting citizen co-creation for sustainability*. *ANZMAC 2011 Conference Proceedings*. Perth: Edith Cowan University. (isbn: 978-064656330-5)
Paper presented at the *ANZMAC Conference* in Perth, Australia, 28 November 2011.
- Mejtoft, T. (2011). Internet of things and co-creation of value. In F. Xia, Z. Chen, G. Pan, L. T. Yang, & J. Ma (Eds.), *2011 IEEE International Conferences on Internet of Things, and Cyber, Physical and Social Computing* (pp. 672-677). Institute of Electrical and Electronics Engineers. (isbn: 978-076954580-6; doi: 10.1109/iThings/CPSCoM.2011.75)
Paper presented at the *1st International Workshop on Future Design of Internet of Things* at the *IEEE iThings/CPSCoM 2011 Conference* in Dalian, China, 19 October 2011.
- Fahlqvist, K., Mejtoft, T., & Karlsson, J. (2011). Social media game concept within the digital zoo: New ways of connecting a tourist attraction with its visitors. In F. Xia, Z. Chen, G. Pan, L. T. Yang, & J. Ma (Eds.), *2011 IEEE International Conferences on Internet of Things, and Cyber, Physical and Social Computing* (pp. 170-177). Institute of Electrical and Electronics Engineers. (isbn: 978-076954580-6; doi: 10.1109/iThings/CPSCoM.2011.100)
- Gulliksson, H., & Mejtoft, T. (2011). *Open sustainability: Supporting local community and citizen interaction for sustainability*. Interaction and Media Technology Report 1/2011, Umeå University.
Invited to present the report at the *CO₂Free Conference* in Örnsköldsvik, Sweden, 8 November 2011.
- Mejtoft, T. (2010). Moving closer to the customers: Effects of vertical integration in the Swedish commercial printing industry. *Journal of Strategic Marketing*, 18(7), 599-611. (issn: 0965-254X/1466-4488; doi: 10.1080/0965254X.2010.52915)
Revised and extended version of the paper "Moving closer to the customers: Effects of vertical integration in the Swedish commercial printing industry", previously published 2009 in the *Academy of Marketing Conference AM09 Proceedings*.

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Research Portfolio

Publications (cont')

- Mejtoft, T. (2010). *Institutional arrangements and competitive posture: Effects of company structures in the commercial printing industry*. VDM Publishing. (isbn: 978-363929434-7)
Revised version of the doctoral dissertation "Institutional arrangements and competitive posture".
- Mejtoft, T., & Viström, M. (2010). *Vertical integration and the commercial printing industry*. Paper at the IX World Media Economics and Management Conference, Bogotá, Colombia.
Paper presented at the IX World Media Economics and Management Conference in Bogotá, Colombia, 3 June 2010.
- Mejtoft, T. (2009). Competitive and flexible company structures using vertical integration and cooperation: Empirical studies of the commercial printing industry. In N. Beaumont (Ed.), *23rd ANZAM Conference 2009 - Sustainability Management and Marketing*. Australian and New Zealand Academy of Management. (isbn: 186308157-7)
Paper presented at the ANZAM Conference in Melbourne, Australia, 3 December 2009.
- Mejtoft, T., & Nordin, Å. (2009). Print as a channel for relationship marketing: A study of the Swedish printing industry. In D. Tojib (Ed.), *Australian and New Zealand Marketing Academy Conference 2009*. Australian & New Zealand Marketing Academy. (isbn: 186308158-5)
Paper presented at the ANZMAC Conference in Melbourne, Australia, 1 December 2009.
- Mejtoft, T., & Nordin, Å. (2009). Cooperation and resource flexibility as competitive strategy: The case of the commercial printing industry. In A. Albarran, P. Faustino, & R. Santos (Eds.), *The Media as a Driver of the Information Society: Economics, Management, Policies and Technologies*. Lisbon: MediaXXI/Formalpress. (isbn: 978-989814318-1)
- Mejtoft, T., & Packmohr, S. (2009). Transaction costs and their influence on institutional arrangements in the Swedish printing industry. In A. Albarran, P. Faustino, & R. Santos (Eds.), *The Media as a Driver of the Information Society: Economics, Management, Policies and Technologies*. Lisbon: MediaXXI/Formalpress. (isbn: 978-989814318-1)
Presented at the 8th World Media Economics and Management Conference in Lisbon, Portugal, 20 May 2008.
- Mejtoft, T. (2009). Moving closer to the customers: Effects of vertical integration in the Swedish commercial printing industry. *Academy of Marketing Conference AM09*. Leeds Metropolitan University. (isbn: 978-095600996-8)
Paper presented at the Academy of Marketing Conference in Leeds, UK, 7 July 2009.
- Hultén, P., Viström, M., & Mejtoft, T. (2009). New printing technology and pricing. *Industrial Marketing Management*, 38(3), 253-262. (issn: 0019-8501; doi:10.1016/j.indmarman.2008.01.001)
Paper on *SciVerse ScienceDirect's Top 25 Hottest Articles in Industrial Marketing Management*, April to June 2009.
- Mejtoft, T., & Nordin, Å. (2008). Cooperation and competition: The case of the Swedish commercial printing industry. In D. Spanjaard, S. Denize, & N. Sharam (Eds.), *Australian and New Zealand Marketing Academy Conference 2008*. Promaco Conventions Pty. (isbn: 186308143-7)
Paper presented at the ANZMAC Conference in Sydney, Australia, 2 December 2008.
Paper awarded "Award for Best Paper: Business Interaction, Relationships and Networks" by ANZMAC.
Paper awarded "Best Paper - Customer Relationship Management" by Elsevier Science & Technology Books.
- Mejtoft, T. (2008). *Institutional arrangements and competitive posture: Effects of company structures in the commercial printing industry*. Doctoral Dissertation, Royal Institute of Technology, Stockholm, Sweden. (isbn: 978-917415148-0)
Doctoral Dissertation successfully defended at the Royal Institute of Technology in Stockholm, Sweden, 11 November 2008.
- Mejtoft, T., & Viström, M. (2008). Importance of short delivery times and geographic market in the printing industry: A comparison between digital and conventional printing. In N. Enlund, & M. Lovrecek (Eds.), *Advances in Printing and Media Technology, Vol. XXXV* (pp. 45-54). Darmstadt: International Association of Research Organizations for the Information, Media and Graphic Industries. (isbn: 978-398127040-2)
Paper presented at *iarigai's 35th International Research Conference* in Valencia, Spain, 7 September 2008.

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Research Portfolio

Publications (cont')

- Packmohr, S., & Mejtoft, T. (2008). Transaction costs and their influence on institutional arrangements - a comparison between the Swedish and the German printing industry. In N. Enlund, & M. Lovrecek (Eds.), *Advances in Printing and Media Technology, Vol. XXXV* (pp. 55-66). Darmstadt: International Association of Research Organizations for the Information, Media and Graphic Industries. (isbn: 978-398127040-2)
Plenary session paper at *iarigai's 35th International Research Conference* in Valencia, Spain.
- Mejtoft, T., & Nordin, Å. (2008). Organized alliances in the printing industry. In N. Enlund, & M. Lovrecek (Eds.), *Advances in Printing and Media Technology, Vol. XXXV* (pp. 37-43). Darmstadt: International Association of Research Organizations for the Information, Media and Graphic Industries. (isbn: 978-398127040-2)
Plenary session paper at *iarigai's 35th International Research Conference* in Valencia, Spain.
- Gidlund, Å., Mejtoft, T., & Demnert, S. (2008). Significance of print quality in variable data printing. *TAGA Journal of Graphic Technology, 4(4)*, 179-191. (issn: 1748-0345)
Revised version of the paper "Significance of print quality in variable data printing", previously published 2007 in *TAGA 2007 Proceedings*.
- Viström, M., & Mejtoft, T. (2007). Importance of short production runs, variable data printing and web interfaces - a comparison of digital and conventional printing houses. In N. Enlund, & M. Lovrecek (Eds.), *Advances in Printing and Media Technology, Vol. XXXIV* (pp. 337-343). Zagreb: Acta Graphica Publishers. (isbn: 978-953729204-1)
Paper presented at the plenary session at *iarigai's 34th International Research Conference* in Grenoble, France, 9 September 2007.
- Mejtoft, T., & Viström, M. (2007). Positioning in the printing industry - differentiation in terms of price, lead time, print quality and flexibility. In N. Enlund, & M. Lovrecek (Eds.), *Advances in Printing and Media Technology, Vol. XXXIV* (pp. 327-336). Zagreb: Acta Graphica Publishers. (isbn: 978-953729204-1)
Paper presented at the plenary session at *iarigai's 34th International Research Conference* in Grenoble, France, 9 September 2007.
- Viström, M., & Mejtoft, T. (2007). The importance of agility in the packaging printing industry. In Å. Halldórsson, & G. Stefánsson (Eds.), *The 19th Annual NOFOMA Conference Proceedings*, (pp. 1111-1123). University of Iceland/Reykjavík University.
Paper included in the Doctoral Dissertation "Aspects of the impact of technology integration on agility and supply chain management - The potential of digital packaging printing" (isbn: 978-919772710-5) by Magnus Viström, Lund University.
- Gidlund, Å., Mejtoft, T., & Demnert, S. (2007). Significance of print quality in variable data printing. *TAGA 2007 Proceedings*, 213-226.
- Mejtoft, T., & Nordin, Å. (2007). Strategic alliances in the digital printing industry. *TAGA 2007 Proceedings*, 38-62.
Paper presented at *TAGA's 59th Annual Technical Conference* in Pittsburgh, PA, USA, 19 March 2007.
- Mejtoft, T. (2007). Creation of customer value using digital printing in a dynamic business environment. *TAGA Journal of Graphic Technology, 3(3)*, 128-143. (issn: 1748-0345)
- Mejtoft, T. (2006). *Strategies in the digital printing value system*. Licentiate Thesis, Royal Institute of Technology, Stockholm, Sweden. (isbn: 917178475-6)
Licentiate Thesis successfully defended at the *Royal Institute of Technology* in Stockholm, Sweden, 17 November 2006.
- Mejtoft, T. (2006). Perceived satisfaction by customers in the digital printing value system. *TAGA 2006 Proceedings*, 486-511.
Paper presented at *TAGA's 58th Annual Technical Conference* in Vancouver, BC, Canada, 21 March 2006.

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Publications (cont')

- Mejtoft, T. (2006). Strategies for successful digital printing. *Journal of Media Business Studies*, 3(1), 53-74. (issn: 1652-2354)
- Mejtoft, T. (2005). *The cost of digital printing in newspaper production*. STFI-Packforsk Report 111, STFI-Packforsk.
- Mejtoft, T. (2004). *Current business models for newsprint-on-demand*. STFI Report CW 249, STFI-Packforsk.

*More information, abstracts and downloads available at www.mejtoft.se/research
Reprints of manuscripts available on request.*

Presentations, Posters and Invited Lectures (selected)

- 09/2014 *To think, write and publish interdisciplinary*. Speech/Lecture (invited) at the course To write for education (sv: Att skriva för undervisning) at the Centre for Teaching and Learning, Umeå University, 23 September 2014.
- 08/2014 *To think, write and publish interdisciplinary*. Seminar (invited) at a internal conference at the Department of sociology, Umeå University, 20 August 2014.
- 05/2014 *Media industry dynamics: Competitive and flexible company structures using concurrent sourcing*. Presentation of paper at the 11th World Media Economics and Management Conference in Rio de Janeiro, Brazil, 14 May 2014.
- 04/2014 *To think, write and publish interdisciplinary*. Speech (invited) at the course To write for education (sv: Att skriva för undervisning) at the Centre for Teaching and Learning, Umeå University, 29 April 2014.
- 12/2013 *Concurrent sourcing as a competitive advantage: A case study of the graphic arts industry*. Presentation of paper at the ANZMAC Conference in Auckland, New Zealand, 4 December 2013.
- 12/2013 *Smart TV and user experience: Social interaction and marketing opportunities*. Poster (Authors: K. Nilsson Helander & T. Mejtoft) at the ANZMAC Conference in Auckland, New Zealand, 2-4 December 2013.
- 09/2013 *Creating awareness*. Speech (invited) at Västerbottens Läns Landsting in Umeå, Sweden, 24 September 2013.
- 04/2013 *Finding future customers using business model analysis*. Speech and workshop (invited) at a Breakfast seminar at Knightec in Umeå, Sweden, 17 April 2013.
- 12/2012 *Relationships for survival - Changes in the media industry*. Presentation of paper at the ANZMAC Conference in Adelaide, Australia, 5 December 2012.
- 11/2011 *Enhancing customer relations using customized printing*. Presentation of paper at the ANZMAC Conference in Perth, Australia, 29 November 2011.
- 11/2011 *Open sustainability: Supporting citizen co-creation for sustainability*. Presentation of paper (Authors: T. Mejtoft & H. Gulliksson) at the ANZMAC Conference in Perth, Australia, 28 November 2011.

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Presentations, Posters and Invited Lectures (cont')

- 11/2011 *Open sustainability: Supporting local community and citizen interaction for sustainability.* Speech (invited) at the CO₂Free Conference in Örnsköldsvik, Sweden, 8 November 2011.
- 10/2011 *Internet of things and co-creation of value.* Presentation of paper at the 1st International Workshop on Future Design of Internet of Things at the IEEE iThings/ CPSCOM 2011 Conference in Dalian, China, 19 October 2011.
- 09/2011 *Business models in the printing industry.* Speech (invited) at the XPUG seminar on Inkjet (sv: XPUG-seminarium om Inkjet) in Stockholm, Sweden, 21 September 2011.
- 05/2011 *An introduction to (new) business models.* Speech/Workshop (invited) at AGI's Inkjet based business models (sv: Inkjetbaserade affärsmodeller) in Stockholm, Sweden, 19 May 2011.
- 05/2011 *Business models in digital printing.* Speech (invited) at AGI's Inkjet based business models (sv: Inkjetbaserade affärsmodeller) in Stockholm, Sweden, 18 May 2011.
- 06/2010 *Vertical integration and the commercial printing industry.* Presentation of paper (Authors: T. Mejtoft & M. Viström) at the IX World Media Economics and Management Conference in Bogotá, Colombia, 3 June 2010.
- 03/2010 *CRM as a tool for customization of printed designs.* Speech (invited) at Mid Sweden University's 6th Annual ROND Conference in Örnsköldsvik, Sweden, 16 March 2010.
- 12/2009 *Competitive and flexible company structures using vertical integration and cooperation: Empirical studies of the commercial printing industry.* Presentation of paper at the ANZAM Conference in Melbourne, Australia, 3 December 2009.
- 12/2009 *Print as a channel for relationship marketing: A study of the Swedish printing industry.* Presentation of paper (Authors: T. Mejtoft & Å. Nordin) at the ANZMAC Conference in Melbourne, Australia, 1 December 2009.
- 10/2009 *The printing business - Thoughts on the reality of applications, cooperation and competition.* Lecture (invited) at the Graphic Production Manager in Digital Printing Study Program, Mid Sweden University, in Örnsköldsvik, Sweden, 8 October 2009.
- 07/2009 *Moving closer to the customers: Effects of vertical integration in the Swedish commercial printing industry.* Presentation of paper at the Academy of Marketing Conference in Leeds, UK, 7 July 2009.
- 02/2009 *Strategies in the commercial printing industry.* Poster at Mid Sweden University's 5th Annual ROND Conference in Örnsköldsvik, Sweden, 14 February 2009.
- 02/2009 *Cooperation and strategic alliances in the commercial printing industry.* Poster (Authors: T. Mejtoft & Å. Nordin) at Mid Sweden University's 5th Annual ROND Conference in Örnsköldsvik, Sweden, 14 February 2009.
- 12/2008 *Cooperation and competition: The case of the Swedish commercial printing industry.* Presentation of paper (Authors: T. Mejtoft & Å. Nordin) at the ANZMAC Conference in Sydney, Australia, 2 December 2008.
- 10/2008 *Delivery times and closeness to geographic market.* Lecture (invited) at the Graphic Production Manager in Digital Printing Study Program, Mid Sweden University, in Örnsköldsvik, Sweden, 16 October 2008.
- 09/2008 *Importance of short delivery times and geographic market in the printing industry: A comparison between digital and conventional printing.* Presentation of paper (Authors: T. Mejtoft & M. Viström) at Iarigai's 35th International Research Conference in Valencia, Spain, 7 September 2008.

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Presentations, Posters and Invited Lectures (cont')

- 05/2008 *Transaction costs and their influence on institutional arrangements in the Swedish printing industry.* Presentation of paper (Authors: T. Mejtoft & S. Packmohr) at the 8th World Media Economics and Management Conference in Lisbon, Portugal, 20 May 2008.
- 09/2007 *Importance of short production runs, variable data printing and web interfaces: A comparison of digital and conventional printing houses.* Presentation (plenary session) of paper (Authors: M. Viström & T. Mejtoft) at iarigai's 34th International Research Conference in Grenoble, France, 9 September 2007.
- 09/2007 *Positioning in the printing industry - differentiation in terms of price, lead time, print quality and flexibility.* Presentation (plenary session) of paper (Authors: T. Mejtoft & M. Viström) at iarigai's 34th International Research Conference in Grenoble, France, 9 September 2007.
- 03/2007 *Strategic alliances in the digital printing industry.* Presentation of paper (Authors: T. Mejtoft & Å. Nordin) at TAGA's 59th Annual Technical Conference in Pittsburgh, PA, USA, 19 March 2007.
- 02/2007 *Future business of digital printing.* Speech (with M. Viström) and discussion panel member at Mid Sweden University's 3rd Annual ROND Conference in Örnsköldsvik, Sweden, 14 February 2007.
- 03/2006 *Perceived satisfaction by customers in the digital printing value system.* Presentation of paper at TAGA's 58th Annual Technical Conference in Vancouver, BC, Canada, 21 March 2006.
- 02/2006 *Strategies and business models in digital printing.* Poster at Mid Sweden University's 2nd Annual ROND Conference in Örnsköldsvik, Sweden, 15 February 2006.
- 10/2005 *Strategies for successful digital printing.* Speech at the Research Seminar for STFI-Packforsk Partner Customers in Stockholm, Sweden, 4 October 2005.
- 10/2005 *Strategies for digital printing.* Lecture at the program Certified Digital Printing Operator, Grafiska Utbildningsfonden, in Örnsköldsvik, Sweden, 3 October 2005.
- 10/2004 *Strategier och affärsmodeller för digitaltryck* (en: *Strategies and Business Models in Digital Printing*). Speech at Digital Printing Center's Thursday Seminar in Örnsköldsvik, Sweden, 14 October 2004.
- 08/2004 *Drupa 2004.* Speech (invited) at SIGT's Seminar in Stockholm, Sweden, 31 August 2004.
- 01/2004 *Strategies and business models in digital printing.* Lecture at STFI-Packforsk's Digital Printing Training in Örnsköldsvik, Sweden, 30 January 2004.

Awards

- 2013 *Best Case Study* for the paper *Biometric Interaction – A Case Study of Visual Feedback and Privacy Issues in New Face Recognition Solutions* (with Per Kvarnbrink & Karin Fahlquist). Awarded by ACM/SIGCHI at the CHI 2013 Conference.
- 2008 *Best Paper - Customer Relationship Management* for the paper *Cooperation and competition: The case of the Swedish commercial printing industry* (with Åsa Nordin). Awarded by Elsevier at the ANZMAC 2008 Conference.
- 2008 *Award for Best Paper: Business Interaction, Relationships and Networks* for the paper *Cooperation and competition: The case of the Swedish commercial printing industry* (with Åsa Nordin). Awarded by Australian and New Zealand Marketing Academy at the ANZMAC 2008 Conference.

Thomas Mejtoft

Research Portfolio

Other Assignments

- 2014 *Member of Examination Committee.*
Phd Candidate: *Lena Palmquist*
Licentiate Thesis: Supporting self-efficacy in end-user programming - a feminist approach (defended: 2014-08-15).
- 2013 - *Member of the Council for Research and Postgraduate Studies.* Department of Applied Physics and Electronics, Umeå University.
- 2012 - *Member of the Scientific Advisory Board.* Journal of Print and Media Technology Research (JPMTR).
- 2007 - *Reviewer* at several international conferences, among others, ANZMAC, ANZAM, ACM CHI and IEEE iThings.
- 2006 - 2008 *Sub-project manager.* From conventional to digital print (part of STFI-Packforsk's DigiPrint project).

Conference Organization

- 2011 *Co-Track Chair, Social Marketing.* ANZMAC Conference, Perth, Australia, 28-30 November 2011.
- 2007 *Member of Organizing Committee.* Mid Sweden University's Annual ROND Conference, Örnsköldsvik, Sweden, 14 February 2007.

Grants, Scholarships and Industry Funding (selected)

- 2014 *Traveling Scholarship.* ANZMAC Conference, Brisbane, Australia.
(Swedish Graphic Companies' Federation's Scholarship Foundations: 25'000 SEK)
- 2014 *Traveling Scholarship.* 11th World Media Economics and Management Conference, Rio de Janeiro, Brazil.
(Swedish Graphic Companies' Federation's Scholarship Foundations: 20'000 SEK)
- 2013 *Traveling Scholarship.* ANZMAC Conference, Auckland, New Zealand.
(Swedish Graphic Companies' Federation's Scholarship Foundations: 30'000 SEK)
- 2013 *Industry Funding, PhD student.*
(Sonvox AB: 50% PhD student 2013-2018, 48 months)
- 2011 *Traveling Scholarship.* ANZMAC Conference, Perth, Australia.
(Swedish Graphic Companies' Federation's Scholarship Foundations: 30'000 SEK)
- 2011 *Research Funding.* Research study on open sustainability and green ICT.
(Open Kvarken: 100'000 SEK)
- 2010 *Traveling Scholarship.* ANZMAC Conference, Christchurch, New Zealand.
(Swedish Graphic Companies' Federation's Scholarship Foundations: 30'000 SEK)
- 2010 *Traveling Scholarship.* IX World Media Economics and Management Conference, Bogotá, Colombia.
(Swedish Graphic Companies' Federation's Scholarship Foundations: 25'000 SEK)
- 2009 *Traveling Scholarship.* ANZMAC Conference, Melbourne, Australia.
(Swedish Graphic Companies' Federation's Scholarship Foundations: 30'000 SEK)
- 2009 *Traveling Scholarship.* AM Conference, Leeds, UK.
(Swedish Graphic Companies' Federation's Scholarship Foundations: 17'000 SEK)
- 2008 *Traveling Scholarship.* ANZMAC Conference, Sydney, Australia.
(Swedish Graphic Companies' Federation's Scholarship Foundations: 60'000 SEK)

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Thomas Mejtoft

Research Portfolio

Grants, Scholarships and Industry Funding (cont)

- 2008 *Traveling Scholarship*. 8th World Media Economics and Management Conference, Lisbon, Portugal.
(Swedish Graphic Companies' Federation's Scholarship Foundations: 20'000 SEK)
- 2007 *Traveling Scholarship*. TAGA Conference, Pittsburgh, PA, USA.
(Swedish Graphic Companies' Federation's Scholarship Foundations: 22'500 SEK)
- 2006 *Research Grant* (no: 6.1.13) for Master's Thesis (Malhotra, Manufacturers of Digital Print Technology - A Marketing and Strategy Analysis).
(PrintTech Research: 50'000 SEK)
- 2006 *Research Grant* (no: 6.1.11) for Master's Thesis (Nordin, Strategiska samarbeten inom tryckindustrin - ett sätt att skapa konkurrensfördelar?).
(PrintTech Research: 50'000 SEK)
- 2006 *Traveling Scholarship*. TAGA Conference, Vancouver, BC, Canada.
(Swedish Graphic Companies' Federation's Scholarship Foundations: 22'500 SEK)
- 2005 *Research Grant* (no: 6.1.9) for Master's Thesis (with Åsa Gidlund) (Demnert, Significance of Print Quality in Variable Data Printing).
(PrintTech Research: 50'000 SEK)

Thomas Mejtoft

Pedagogical Merits

Pedagogical Positions

- 09/2010 – *Senior Lecturer.* Department of Applied Physics and Electronics, Umeå University, Umeå, Sweden.
- 2008 – 2009 *Guest Lecturer.* Mid Sweden University, Örnköldsvik, Sweden.
- 01/2003 – 06/2003 *Teacher in Computer Science.* Liljaskolan Upper Secondary School, Vännäs, Sweden.

Pedagogical Roles (selected)

- 2012 – *Program Director.* Master of Science Program in Interaction Technology and Design, Umeå University.
In 2013, the study program in Interaction technology and Design was awarded the highest grade (mycket hög kvalitet/very high quality education) in the national review of all Swedish education by the Swedish Higher Education Authority.
- 2014 – *Mentor.* Mentorship program for students at the upper secondary school in Umeå.
- 2010 – 2014 *Mentor.* @Umeå, Mentorship program for students at the Engineering Physics Study Program.
- 2011 *Assistant Program Director.* Master of Science Program in Interaction Technology and Design, Umeå University.

Pedagogical Education

- 2014 *Didactics for university teachers, 2 weeks.* Centre for Teaching and Learning, Umeå University.
(sv: Didaktik för universitetslärare, 2 veckor)
- 2013 *Portfolio for pedagogical merits, 2 weeks.* Centre for Teaching and Learning, Umeå University.
(sv: Pedagogisk Meritportfölj, 2 veckor)
- 2012 *Post graduate supervision in practice, 2 weeks.* Centre for Teaching and Learning, Umeå University.
(sv: Forskarhandledning i praktiken, 2 veckor)
- 2011 *The roles of the university teacher, 2 weeks.* Centre for Teaching and Learning, Umeå University.
(sv: Lärrarrollen, 2 veckor)
- 2005 *Presentation technique and vocabulary training, 6 credits*.* Linköping University/Språkservice Ingela Dellby.
- 2005 *IT for education, 4.5 credits*.* Umeå University.
(sv: IT för utbildning, 4.5 credits)
- 2004 *How to write and publish a scientific paper, 7.5 credits*.* Umeå University.
(sv: Att skriva vetenskapliga arbeten, 7.5 credits)
- 2003 *ICT in learning environments, Web Design I, 7.5 credits*.* Umeå University.
(sv: IT i lärande miljöer, Webbdesign I, 7.5 credits)
- 1999 *Rhetoric, 7.5 credits*.* Umeå University.
(sv: Retorik - Att tala och skriva effektivt, 7.5 credits)
- 1997 *Presentation techniques for chemists, 4.5 credits*.* Umeå University.
(sv: Presentationsteknik för kemister, 4.5 credits)

Thomas Mejtoft

Pedagogical Merits

Postgraduate Supervision

- 10/2013 – present *Main supervisor.* Doctoral research student. Umeå University.
Phd candidate: *Samuel Sonning*
Assistant supervisors: *Viveka Lyberg Åhlander (Lund University) and Sten Ternström (KTH)*
- 03/2011 – 02/2014 *Assistant supervisor.* Postgraduate research student. Umeå University.
Phd candidate: *Karin Fahlgvist*
Main supervisor: *Haibo Li (KTH)*
Licentiate Thesis: *Creating new experience for zoo visitors by using media techniques*
(isbn: 987-917459794-3 / issn: 1652-6295:18)
(defended: 2014-02-14).

Supervised Undergraduate Theses (selected)

- Enoksson, A. (on-going). *Designing mobile apps* (working title). Master's thesis (30 credits) in Interaction Technology and Design from Umeå University, Sweden.
- Olsen, L. (on-going). *Science on the net* (working title). Master's thesis (30 credits) in Interaction Technology and Design from Umeå University, Sweden.
- Andersson, C. (on-going). *Weather application for mobile devices* (working title). Bachelor's (15 credits) thesis in Applied Electronics from Umeå University, Sweden.
- Fagertun, E. (on-going). *A design proposal for facilitating communication between parents and preschool teachers.* Master's thesis (30 credits) in Interaction Technology and Design from Umeå University, Sweden.
- Långström, J., & Gustafsson, P. (on-going). *Designing a crowdsourced tool for validating automatically generated metadata.* Master's thesis (30 credits) in Interaction Technology and Design from Umeå University, Sweden.
- Pedersen, T. (2014). *Framtida diagnos och underhåll av tunnelborrig vid Bolidens gruvor: Studie utav optimal service.* Bachelor's thesis (15 credits) in Mechanical Engineering from Umeå University, Sweden.
- Elfving, I. (2014). *Tjänstemarknadsföring via sociala medier: En studie av ÅJ distribution som introducerar hur företaget kan göra genomslag på marknaden via sociala medier.* Bachelor's thesis (15 credits) in Media Technology from Umeå University, Sweden.
(en: *Service marketing through social media: A study of ÅJ distribution that introduces how the company can establish themselves through social media*)
- Iversen, E. (2014). *Radiomediets utveckling – En fallstudie av produktionsflödet på Sveriges Radio Västerbotten.* Bachelor's thesis (15 credits) in Media Technology from Umeå University, Sweden.
(en: *The development of the radio medium – a case study of Sveriges Radio*)
- Jonsson, J. (2014). *Exploring destinations with a touch based table application.* Master's thesis (30 credits) in Interaction Technology and Design from Umeå University, Sweden.
- Sonning, S. (2013). *Improving the system acceptability of the voice accumulator Voxlog.* Master's thesis (30 credits) in Interaction Technology and Design from Umeå University, Sweden.
- Mörk, J. (2013). *Hur kan arbetsgivare locka Umeå universitets studenter via sociala medier?* Diploma Thesis (15 credits) in Media Technology from Umeå University, Sweden.
(en: *How can employers attract Umeå University students through social media?*)
- Hernandez, J., & Sörman, H. (2012). *Designing a usable Internet forum.* Master's thesis (30 credits) in Interaction Technology and Design from Umeå University, Sweden.
- Kemi, C. (2011). *"Maskens" betydelse för operatörernas styrning.* Diploma Thesis (7.5 credits) for Process Operators from Umeå University, Kiruna, Sweden.

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Pedagogical Merits

Supervised Undergraduate Theses (cont')

- Malhotra, V. (2006). *Manufacturers of Digital Print Technology - A Marketing and Strategy Analysis*. Master's thesis (30 credits) in Media Technology from the Royal Institute of Technology (KTH), Stockholm, Sweden.
(issn: 1653-5715 / TRITA-CSC-E 2006:161)
- Nordin, Å. (2006). *Strategiska samarbeten inom tryckindustrin - ett sätt att skapa konkurrensfördelar?*. Master's thesis (15 credits) in Business Administration from the Mid Sweden University, Sundsvall, Sweden.
(en: *Strategic cooperation in the printing industry - A way to create competitive advantages?*)
- Demnert, S. (2006). *Significance of Print Quality in Variable Data Printing*. Master's thesis (30 credits) in Media Technology from the Royal Institute of Technology (KTH), Stockholm, Sweden.
(issn: 1653-5715 / TRITA-CSC-E 2006:103)
- Nordin, Å. & Nordlinder, J. (2005). *Strategiska samarbeten - en jämförelse mellan två tryckeriföretag*. Bachelor's thesis (15 credits) in Business Administration from the Mid Sweden University, Sundsvall, Sweden.
(en: *Strategic cooperation - A comparative analysis of two printing firms*)
- Mittelton, J., Krausz, A., Trolle, W., Hallgren, A., Nydrén, S., & Permer, M. (2004). *Examensarbete på Berghs School of Communication våren 2004*. Diploma Thesis (10 weeks) from Berghs School of Communication, Stockholm, Sweden.
(en: *Diploma Thesis at Berghs School of Communication Spring 2004*)

More information and abstracts at www.mejtoft.se/research

Publications in Education

- Mejtoft, T. (in-press). Näringslivskopplad utveckling som lärform: Projekt och case inom interaktionsdesign. Paper accepted for presentation at the NU2014 Conference in Umeå, Sweden, October 2014.
- Mejtoft, T., Gulliksson, H., & Holmgren, U. (2013). Affärsmässig ingenjörsutbildning. 4:e Utvecklingskonferensen för Sveriges Ingenjörsutbildningar, 122-126.
(issn: 0348-0542/UMINF 13:21).
- Drewes, F., Gulliksson, H., Mejtoft, T., & Zechner, N. (Eds.) (2013). *Proceedings of Umeå's 17th Student Conference in Computing Science, USCCS 2013.2*. Department of Computer Science, Umeå University.
(issn: 0348-0542 / UMINF 13.17)
- Bensch, S., Drewes, F., Gulliksson, H., & Mejtoft, T. (Eds.) (2012). *Proceedings of Umeå's 15th Student Conference in Computing Science, USCCS 2012*. Department of Computer Science, Umeå University.
(issn: 0348-0542 / UMINF 12.02)

Teaching Experience (selected)

- 09/2014 - 11/2014 Lecturer. *Contraction and Small Business Management in IT and Media Business*, 7.5 ECTS. Umeå University.
(sv: *Entreprenörskap och småföretagande inom IT och mediebranschen*, 7.5 hp)
- 09/2014 - 01/2014 Lecturer (course responsible). *Service Design and Business Models in an Engineering Context*, 7.5 ECTS. Umeå University.
(sv: *Affärsmässig tjänstedesign och teknikutveckling*, 7.5 hp)
Cooperation with [disclosed until end of course] with a Dragon's Den at the end of the course.

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Thomas Mejtoft

Pedagogical Merits

Teaching Experience (cont')

- 09/2014 – 11/2014 Lecturer (course responsible). *Prototype development for mobile applications, 7.5 ECTS*. Umeå University.
(sv: *Prototyputveckling för mobila applikationer, 7.5 hp*)
The projects on this course were performed in cooperation with Konst i Västerbotten on the future of art consumption.
- 09/2014 – 11/2014 Lecturer (course responsible). *Databases and web based systems (online), 7.5 ECTS*. Umeå University.
(sv: *Databasteknik och webbaserade system (nätbaserad), 7.5 hp*)
- 09/2014 – 10/2014 Lecturer (course responsible). *Interaction technology and design, 7.5 ECTS*. Umeå University.
(sv: *Interaktionsteknik och design, 7.5 hp*)
- 01/2014 – 03/2014 Lecturer (course responsible). *Engineering in a business context, 15 ECTS*. Umeå University.
(sv: *Teknikutveckling i ett affärsmässigt perspektiv, 15 hp*)
- 01/2014 – 03/2014 Lecturer (course responsible). *Technology for social media, 7.5 ECTS*. Umeå University.
(sv: *Teknik för sociala medier, 7.5 hp*)
- 01/2014 – 06/2014 Lecturer/Supervisor (course responsible). *Product development in media technology using the "design-build-test" method, 7.5 ECTS*. Umeå University.
(sv: *Produktutveckling i medieteknik med metoden "design-build-test", 7.5 hp*)
- 01/2014 – 06/2014 Lecturer/Supervisor. *Current topic in interaction technology and design, 9.0 ECTS*. Umeå University.
(sv: *Aktuell utveckling inom interaktionsteknik och design, 9.0 hp*)
- 01/2014 – 03/2014 Lecturer. *Databases and web based systems for engineers, 7.5 ECTS*. Umeå University.
(sv: *Databasteknik och webbaserade system för ingenjörer, 7.5 hp*)
- 09/2013 – 01/2014 Lecturer (course responsible). *Service Design and Business Models in an Engineering Context, 7.5 ECTS*. Umeå University.
(sv: *Affärsmässig tjänstedesign och teknikutveckling, 7.5 hp*)
Cooperation with Knightec with a Dragon's Den at the end of the course.
- 09/2013 – 11/2013 Lecturer (course responsible). *Prototype development for mobile applications, 7.5 ECTS*. Umeå University.
(sv: *Prototyputveckling för mobila applikationer, 7.5 hp*)
The projects on this course were performed in cooperation with Västerbottens-Kuriren on the future of mobile news. One of the apps developed during the course was adopted and launched by Västerbottens-Kuriren in 2014.
- 09/2013 – 11/2013 Lecturer (course responsible). *Databases and web based systems (online), 7.5 ECTS*. Umeå University.
(sv: *Databasteknik och webbaserade system (nätbaserad), 7.5 hp*)
- 09/2013 – 10/2013 Lecturer (course responsible). *Interaction technology and design, 7.5 ECTS*. Umeå University.
(sv: *Interaktionsteknik och design, 7.5 hp*)
- 01/2013 – 06/2013 Lecturer/Supervisor. *Current topic in interaction technology and design, 9.0 ECTS*. Umeå University.
(sv: *Aktuell utveckling inom interaktionsteknik och design, 9.0 hp*)
- 01/2013 – 06/2013 Supervisor. *Student Conference in Computer Science, 9.0 ECTS*. Umeå University.

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Thomas Mejtoft

Pedagogical Merits

Teaching Experience (cont.)

- 01/2013 – 04/2013 Lecturer. *Databases and web based systems for engineers, 7.5 ECTS.* Umeå University.
(sv: *Databasteknik och webbaserade system för ingenjörer, 7.5 hp*)
- 01/2013 – 04/2013 Lecturer (course responsible). *Engineering in a business context, 15 ECTS.* Umeå University.
(sv: *Teknikutveckling i ett affärsmässigt perspektiv, 15 hp*)
- 01/2013 – 06/2013 Lecturer/Supervisor (course responsible). *Product development in media technology using the "design-build-test" method, 7.5 ECTS.* Umeå University.
(sv: *Produktutveckling i medieteknik med metoden "design-build-test", 7.5 hp*)
The projects on this course were preformed in cooperation with local firms. This year's projects gave results like a re-design of vk.se (since october 2013, the design can be viewed live at www.vk.se), a prototype of Smart Education's service and a prototype of a complete service for a local start-up in cooperation with CodeMill.
- 09/2012 – 01/2013 Lecturer (course responsible). *Service Design and Business Models in an Engineering Context, 7.5 ECTS.* Umeå University.
(sv: *Affärsmässig tjänstedesign och teknikutveckling, 7.5 hp*)
Cooperation with Knightec.
- 09/2012 – 11/2012 Lecturer (course responsible). *Prototype development for mobile applications, 7.5 ECTS.* Umeå University.
(sv: *Prototyputveckling för mobila applikationer, 7.5 hp*)
The projects on this course were preformed in cooperation with Västerbotten Investment Agency (VIA), as a part of their launch of an exhibition concept.
- 09/2012 – 10/2012 Lecturer (course responsible). *Interaction technology and design, 7.5 ECTS.* Umeå University.
(sv: *Interaktionsteknik och design, 7.5 hp*)
- 01/2012 – 03/2012 Lecturer (course responsible). *Engineering in a business context, 15 ECTS.* Umeå University.
(sv: *Teknikutveckling i ett affärsmässigt perspektiv, 15 hp*)
- 01/2012 – 03/2012 Lecturer (course responsible). *Technology for social media, 7.5 ECTS.* Umeå University.
(sv: *Teknik för sociala medier, 7.5 hp*)
- 01/2012 – 06/2012 Lecturer/Supervisor. *Product development in media technology using the "design-build-test" method, 7.5 ECTS.* Umeå University.
(sv: *Produktutveckling i medieteknik med metoden "design-build-test", 7.5 hp*)
The projects on this course were preformed in cooperation with local and regional firms, such as Codemill and Dohi Sweden as well as startups like Go&Grow.
- 01/2012 – 06/2012 Lecturer/Supervisor. *Current topic in interaction technology and design, 9.0 ECTS.* Umeå University.
(sv: *Aktuell utveckling inom interaktionsteknik och design, 9.0 hp*)
- 01/2012 – 03/2012 Lecturer. *Databases and web based systems for engineers, 7.5 ECTS.* Umeå University.
(sv: *Databasteknik och webbaserade system för ingenjörer, 7.5 hp*)
- 01/2012 – 03/2012 Lecturer. *Databases and web based systems (online), 7.5 ECTS.* Umeå University.
(sv: *Databasteknik och webbaserade system (nätbaserad), 7.5 hp*)
- 09/2011 – 01/2012 Lecturer (course responsible). *Business models and service development, 7.5 ECTS.* Umeå University.
(sv: *Affärsmässig tjänste- och produktutveckling, 7.5 hp*)

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Thomas Mejtoft

Pedagogical Merits

Teaching Experience *(cont')*

- 09/2011 – 01/2012 Lecturer/Supervisor. *Current topic in interaction technology and design, 9.0 ECTS*. Umeå University.
(sv: *Aktuell utveckling inom interaktionsteknik och design, 9.0 hp*)
- 09/2011 – 01/2012 Supervisor. *Student Conference in Computer Science, 9.0 ECTS*. Umeå University.
- 09/2011 – 11/2011 Lecturer/Supervisor (course responsible). *Prototype development for mobile applications, 7.5 ECTS*. Umeå University.
(sv: *Prototyputveckling för mobila applikationer, 7.5 hp*)
Supervised a group of students that won 1st price (40'000 SEK) in App Challenge Umeå, January 2012. A total of four student groups from this course submitted contributions to App Challenge Umeå in fall 2011, all of these contributions placed top seven in the competition out of a total of over 40 contributions to the competition.
This was covered by, among others, the Swedish national television (SVT) and the national Swedish magazine Affärstidningen Näringsliv.
- 09/2011 – 10/2011 Lecturer. *Interaction technology and design, 7.5 ECTS*. Umeå University.
(sv: *Interaktionsteknik och design, 7.5 hp*)
- 03/2011 – 06/2011 Lecturer (course responsible). *Prototype development for mobile applications, 7.5 ECTS*. Umeå University.
(sv: *Prototyputveckling för mobila applikationer, 7.5 hp*)
- 03/2011 – 06/2011 Lecturer (course responsible). *Project management 2, 7.5 ECTS*. Umeå University.
(sv: *Projektledning 2, 7.5 hp*)
- 03/2011 – 06/2011 Lecturer (course responsible). *Project management 2 (online), 7.5 ECTS*. Umeå University.
(sv: *Projektledning 2 (nätbaserad), 7.5 hp*)
- 01/2011 – 06/2011 Lecturer/Supervisor. *Current topic in interaction technology and design, 9.0 ECTS*. Umeå University.
(sv: *Aktuell utveckling inom interaktionsteknik och design, 9.0 hp*)
- 01/2011 – 06/2011 Lecturer/Supervisor. *Product development in media technology using the "design-build-test" method, 7.5 ECTS*. Umeå University.
(sv: *Produktutveckling i medieteknik med metoden "design-build-test", 7.5 hp*)
A case study based on a project carried out in cooperation with students (Samuel Sonning, Annica Lindström, Henrik Hansson, Johanna Liljedahl and Sabina Sonning) during this course and the startup research company Wawo, was awarded Best Case Study at the CHI 2013 Conference on Human Factors in Computing Systems. This paper was top 1% out of 1'963 submissions (630 accepted contributions) to the conference. This was covered by, among others, the regional newspaper, the Swedish national radio (SR) and the national Swedish weekly newspaper Ny Teknik.
- 01/2011 – 03/2011 Lecturer. *Databases and web based systems, 7.5 ECTS*. Umeå University.
(sv: *Databasteknik och webbaserade system, 7.5 hp*)
- 01/2011 – 03/2011 Lecturer. *Databases and web based systems for engineers, 7.5 ECTS*. Umeå University.
(sv: *Databasteknik och webbaserade system för ingenjörer, 7.5 hp*)
- 01/2011 – 03/2011 Lecturer. *Databases and web based systems (online), 7.5 ECTS*. Umeå University.
(sv: *Databasteknik och webbaserade system (nätbaserad), 7.5 hp*)
- 01/2011 – 03/2011 Lecturer (course responsible). *Technology for social media, 7.5 ECTS*. Umeå University.
(sv: *Teknik för sociala medier, 7.5 hp*)
- 12/2010 – 01/2011 Lecturer. *Web production, 7.5 ECTS*. Umeå University.
(sv: *Webbproduktion, 7.5 hp*)
- 11/2010 – 01/2011 Supervisor. *Project management 1, 7.5 ECTS*. Umeå University.
(sv: *Projektledning 1, 7.5 hp*)
- 11/2010 – 01/2011 Supervisor. *Project management 1 (online), 7.5 ECTS*. Umeå University.
(sv: *Projektledning 1 (nätbaserad), 7.5 hp*)