



Master
Fashion Enterprise Creation
Faculty Biographies



Leslie Holden is the Head of the MA FEC. He is a member of the AMFI Management Team as Head of the Department of Fashion & Design since 2005. He was also Head of Fashion & Management from 2012 to 2014. Currently he is an external examiner at The Royal College of Art in London and the National College of Art & Design in Dublin. Previously he was an MA graduation examiner at ArtEz, and external examiner for the MSc in International Fashion Merchandising at Manchester Metropolitan University, and several other programmes including the universities of Glasgow Caledonian, Northampton, and Edinburgh. Leslie was Dean of Fashion & Marketing at The American InterContinental University in London from 1995 to 2001. He was the Managing Director and Design Director of his own fashion label from 1992 to 1996. Holden is a graduate of The Royal College of Art and Edinburgh College of Art (University of Edinburgh). He is responsible for external relations, the programme overview and the recruitment of faculty for the Master Fashion Enterprise Creation. Leslie supervises the **Postgraduate Major Project** and **Collaborative Unit** modules.



Dr. Hein Daanen is a professor at AMFI-Amsterdam Fashion Institute and Lector of the Fashion Research and Technology group. At the VU Amsterdam he is a Professor in thermal physiology and is a scientist at TNO. He is currently the director of Sizing Science which assists companies in garment sizing and fitting. His main expertise areas are thermal physiology and 3D anthropometry. Thermal physiological expertise is applied for improvement of clothing systems, including systems that have active cooling or heating components. 3D body scanners are used to improve garment fit and body scans are in use for virtual design of new garments and improvement of existing garments. Hein has published over 90 articles in scientific journals. Hein and the Fashion Research & Technology are involved in the module **Postgraduate Business Research**.



Dr. Harry van Vliet is the lector and project manager of the Crossmedia lectorate at the University of Applied Sciences since February 2013. The lectorate researches how organisations can communicate with their audiences and seek to understand how media can be used in new ways. He was the Scientific Director at the Centre of Expertise for Creative Industry in Utrecht from January 2013 to August 2014. Before his time at AUAS, he was the Research Head and Lector at the University of Applied Sciences in Utrecht from February 2007 to January 2013. Harry is also since 1996 the CEO of Plan B Publishers, writing and publishing books about media, psychology and history. Harry and the Crossmedia lectorate are involved in the module **Business Models, IP and Investment Readiness**.



Dr. Constantin-Felix von Maltzahn is a research fellow and assistant professor of consumer behaviour and marketing strategy at AMFI. A graduate of the University of Maastricht, he obtained his Bachelor of Arts *cum laude* in Comparative Philosophy and his Master of Arts in Media Studies *cum laude*. His doctoral research at the University of Amsterdam investigated co-creation dynamics and co-evolution among brands and consumers in the Dutch fashion industry. Constantin is involved in modules **Postgraduate Major Project** and **Identity, Branding & Marketing in Fashion**.



Dr. Sven Carlin is a lecturer in finance at AMFI and the *Hogeschool voor Economische Studies* (HES) since July 2014. Dr. Carlin earned his Ph.D from the University of Pula in Croatia for his research on creating stock risk analysis models. He received a Master's degree from the University of Rijeka in Croatia in 2008. His passions are entrepreneurship and fundamental investing. His prior corporate experience includes financial analyst positions at Bloomberg in the UK and Dow Chemical in The Netherlands. He also owns the investment firm 'Let it Grow'. Sven is involved in the modules **Postgraduate Major Project** and **Postgraduate Business Research**.



Anoesjka Timmermans gained her MSc at The University of Birmingham in Poverty Reduction & Development Management in 2009. Prior this she studied at the INIMA Institute for Marketing as a postgraduate, earning her NIMA-C in 1999 with a specialisation in Commerce & Economics. She has worked for the Amsterdam University of Applied Sciences since 2002, first as a lecturer in Entrepreneurship and Innovation and currently as a Coordinator of the Specialisation Track & Minor) Entrepreneurship since January 2012. She has operated her own company Yani Holdings since 2000 which focuses on Business Advisory and training in commercial storytelling, lean start-up methodology and entrepreneurial leadership. Anoesjka is involved in the module **Setting up a Fashion Business**.



Yara Cavalcanti Araujo works as an independent consultant in cultural entrepreneurship. She has vast experience and a large network within design, cultural, art, government and educational institutions both in the Netherlands and abroad. From 2009 to 2014 she developed the new international MA Design Cultures at the Vrije Universiteit together with Prof. dr. Timo de Rijk and Dr. Javier Gimeno Martinez. She was responsible for the positioning strategy, the coordination of the lecturers, the budget, the visual identity and the communication/PR. Besides the management of the MA she worked as an internship and thesis supervisor, and established new programmes in cooperation with other institutions in the field. Yara was also head of the programme Visual Art & Design Management at the Art and Economics Faculty of the University of the Arts Utrecht (HKU) until 2012. At this moment she is developing the HKU Art and Economics Faculty new curriculum as well as lecturing in art and design research, positioning strategy, and management and entrepreneurship. Until 2014 Yara was a board member of the Amsterdam Arts Council and chair of three committees: Film, Festivals and Dance. Yara is involved in **Mentoring** for the business plan and the module **Setting up a Fashion Business**.



Phillip Schüller graduated with a BA in Fashion Design at AMFI in 2007, also being selected as a finalist of new design talent competition LichtingNL. His professional international experience as a designer includes Hennes & Mauritz in Stockholm and Elle Pret-a-Porter in Amsterdam and Paris. Graduating with an MA in Womenswear from the Royal College of Art in London in 2011, his collection obtained extensive international press coverage and attention. Right after his MA Philipp was scouted as a designer for Hugo Boss where he extended his knowledge on luxury. It was at Boss where he met his current business partner with whom he started his own womenswear label and design studio SCHUELLER DE WAAL in April 2014. Next to designing and selling their own products in selected shops in Europe and online SCHUELLER DE WAAL focuses on finding new ways of setting up a fashion label, resulting for example in the foundation of design collective SAUCE HOLLANDAISE joining forces of several labels to reinforce all the brands by sharing one and another's knowledge and network. Phillip is involved in the modules **Product Development, Production, Global Sourcing & Distribution** and **Postgraduate Major Project**.



Jean-Casimir Morreau is a broadly skilled designer & strategist with over 10 years of experience. He is the owner of Studio Morreau, a multidisciplinary design-agency which focuses on visual simplicity and planned conceptual work with an eye on the user. He teaches part-time on concept and strategy for fashion brands, mainly focused on online branding and the design of new visual identities. Jean-Casimir is responsible for the delivery of the **Identity, Branding & Marketing in Fashion** module.



Oscar Raaijmakers completed his MA and BA at ArtEZ Institute of the Arts. He is currently lecturing for the MA Fashion Design course at ArtEZ and for AMFI's BA programme. He also operates his own design consultancy. He has held several notable roles includes Head Designer Ready-to-Wear at Viktor & Rolf, Head Designer at Elle Pret-a-Porter, Senior Designer Womenswear at Oilily, and Creative Director & Co-Founder at Oscar Suleyman Studio. He has won a number of awards for his work including the Fur Innovation Award (2003), Festival d'Hyeres Special Prize (1998), and the Frans Molenaar Couture Award (1997). Oscar is involved in the modules **Product Development, Production, Global Sourcing & Distribution**, and **Postgraduate Major Project**.



Dr. Lori Divito is a Senior Researcher at CAREM, the Centre for Applied Research on Economics and Management. She is a teaching fellow at the Manchester Business School for the Executive Global MBA programme since 2011. She is currently a Senior Lecturer for undergraduate courses in International Business & Management. She is also a Teaching Fellow and supervisor of master theses at the AUAS' International Business School since 2007. Courses Lori has taught include Entrepreneurship, Marketing Research, Management and Organization, and case-based Current Issues in Business and Strategy. Lori has a PhD at Manchester Business School earned in 2010. In 1997 she gained a Masters of Business Administration at Webster University, in Leiden. Lori has a BA from San Francisco State University (1989). Lori is involved in the modules **Setting up a Fashion Business** and **Business Models, IP and Investment Readiness**.



Sandra Kuijpers has extensive field experience. When managing CAD-CAM departments she transitioned them from manual to digital pattern drawing; in 1990 at Du Pon & De Bruin and in 2000 at Articles. In 2003 she worked in Germany at Hugo Boss for the Boss Black womenswear line. Since 2005 she teaches CAD pattern drawing at AMFI. For the sales collection of AMFI's iNDiViDUALS label, she introduced time-saving CAD tech which also led to better accuracy. She has worked with Lectra, Assyst and Gerber software. She started researching 3D virtual prototyping in 2007 and teaches 3D virtual garment simulation since it's implementation in 2009 at AMFI. She is a member of the lectorate Fashion Research and Technology. She combines her teaching at AMFI with her MPhil study at the University of Manchester, where she is researching the relationships between virtual fabrics and their objective properties. Sandra is involved in the module **Product Development, Production, Global Sourcing & Distribution**.



Kimberly Waldbillig has a creative knack for all things digital and comes from a sales background. Her expertise lies in the fields of content writing; social media management, web analytics and strategic marketing plan implementation. She graduated summa cum laude with a Bachelor of Science in marketing in 2010 from Bentley University in Boston. After gaining experience through several roles in content marketing and sales, Kimberly completed an MBA at Bentley's McCallum Graduate School with a specialisation in entrepreneurship and management. In 2013 she received a Master of Arts in New Media & Digital Culture from Utrecht University in the Netherlands. Since 2014 Kimberly has taught in the Fashion & Branding department for AMFI's BA programme. She freelances in content creation and translation under her small business New Mediators. Kimberly is involved in the communication of the Master Fashion Enterprise Creation and the module **Identity, Branding & Marketing in Fashion**.



Sean Chiles has extensive International commercial and academic experience including a role as Head of Northumbria University School of Design in London. The university offered Postgraduate studies at MA and PhD level focused on the creative industries. Sean graduated from St. Martin's School of Art in London in 1984. Throughout his career he has held various External Examiner roles in the UK and abroad at MA and BA level and in the commercial world design and buying directorships of large fashion corporates in the UK, India and Turkey. At AMFI he is coordinator of the Fashion & Design second-year programme, the Fashion & Denim minor programme, and teaches in the Management and Branding departments. As Programme Manager for the MA FEC he is responsible for the day-to-day operations.



René van de Velde is the Head of Education, Innovation and Process and a member of the Management team at AMFI. He received his master degree in Andragogical Sciences at the University of Utrecht and started his career as a social sciences researcher. René developed new research tools and methods to understand the relationship between higher professional education and the labour market for several educational programs, among others the Amsterdam University of Applied Sciences. At AMFI he became lecturer in the fields of Psychology, Structures of Organisations and Organisational Behaviour and later developed a new bachelor specialisation called Visual Marketing in Fashion, which is now known as Fashion & Branding. As a true believer in individuality, diversity, independent thinking and flexibility in education he directed the development and implementation of the *Creativity First* educational concept, based on products and integrated learning. René has been a visiting lecturer on subjects including Brands & Identity and Brands & Retail at the Johan Cruyff University, the Academy of Architecture Amsterdam, at the Utrecht University of the Arts and the Delft University of Technology. René is involved in the modules **Postgraduate Major Project** and **Collaborative Unit**.



Dr. Mariangela Lavanga is currently an Assistant Professor in Cultural Economics at the Erasmus School of History, Culture and Communication (ESHCC) as well as the Erasmus University Rotterdam. Mariangela is a member of the Erasmus Research Centre for Media, Communication and Culture (ERMeCC). Her expertise lies in the analysis of the interrelations between cultural and creative industries and cities, focusing on fashion and design-oriented firms, their business and growth models, and internationalisation strategies. Her work also investigates fashion and design fairs and events as temporary clusters and their spillover effects. She has over ten years of professional and academic experience as a consultant, lecturer and researcher, providing consultancy and research services for government authorities, foundations and organisations in Europe. She graduated with an MA in Economics from Bocconi University in Milan, and earned an MA in Urban Management at the Erasmus University in Rotterdam. She completed her PhD in Communication Economics at IULM University in Milan and a post-doc in Economic Geography at University of Amsterdam. Her specialties include the fashion and design industries, cultural and creative industries (CCI), urban development, cultural policy, and creative clusters. Mariangela is a Guest Lecturer for the MA FEC.

AMFI Two-Year Master Fashion Enterprise Creation (MA FEC)			
SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4
Postgraduate & Business Research 20 EC			
Setting up a Fashion Business 10 EC	Identity & Branding in Fashion 10 EC	IP & Investment Readiness 10 EC	
	Product Development, Production & Global Sourcing 10 EC		
		Final Project & Collaborative Unit 10 EC 30 EC	
Mentoring			
30 EC	30 EC	30 EC	30 EC



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