**Arno Meerman**

Arno is the co-founder and CEO of UIIN. In his role he oversees daily business activities in addition to several of its new initiatives, including the UIIN Good Practice Case Study Serie, its events and UIIN Resources. Besides his function in UIIN, Arno is the Business Development Manager of the Science-to-Business Marketing Research Centre (S2BMRC) in Germany, where he manages the S2BMRC's national and European proposals activities. In addition to project acquisition and strategic development of the research centre, Arno is also overseeing industry projects with marketing students of Münster University of Applied Sciences. Arno was also a researcher in the largest European study completed in the area of University-Business Cooperation, commissioned by the European Commission.