

SHIPPING IS MY PASSION

IRENE ROSBERG HAS SPENT HALF OF HER LIFE WORKING WITH THE SHIPPING INDUSTRY AND ASPIRES TO CONTRIBUTE TO MAKING COPENHAGEN THE CAPITAL OF THE MARITIME WORLD.

AF JØRGEN HØG FOTO: LARS BECH

In rare moments of relaxation off-duty, she entertains herself at the piano with a soothing melody or two. As program director of Copenhagen Business School Executive MBA in Shipping & Logistics, known as the Blue MBA, she draws industry-changing themes from all the keys at her disposal.

Born in Iran, studying in the Middle East, Europe and USA, resident in Sweden, working in Denmark, Irene Rosberg is without doubt a cosmopolitan. Many years ago she gave her heart to the shipping industry, which she finds one of the most engrossing businesses there could be.

»The shipping industry is at the center of economic development. When you look at the industry, you can see that its professional cadre is on an ongoing learning curve, and what is challenging is to provide for that by bringing in forms of education which are suitable for these talented people. It's an ever changing industry, it's an international industry, it's a global industry, it's truly very fascinating,« she says.

Irene Rosberg is proud of her role, and it is much more than a job to her.

»I don't call it a job. It's a passion. I'm very passionate about what I'm doing. First of all I'm exercising my calling in a workplace which encourages many positive attitudes: entrepreneurship, new initiatives, the philosophy of an open, caring and team-based group. And I love it. CBS is a wonderful place to work, and I am fortunate to be able to say that. Every morning, I look forward to coming to work.

»Then, I work with a group of people who might be called students, but they are not really students, they are partners in a growth process. They are a part of the communities that we create. Most also have very senior positions in their firms and organizations.

What is your main focus?

»My main focus is to set up a class, where we serve the industry, where we bring in a diverse group of people, where they represent all the segments of the industry, where they inject the different cultures, leadership styles, knowhow, work experiences, nationalities, and gender, whatever. And through this educational input, I also want to contribute to ma-

king Copenhagen the capital of the maritime world. This is our ambition. It is a big ambition, but the only way to realize big ambitions is to build from small contributions. And I am keen to do my part.«

How far from the goal are you for the moment?

»I interviewed a student about two years ago, who graduated recently. He said to me that in a year-long search for the right MBA to improve his commercial skills in the field of shipping he sought advice from many experts in different countries and they all, without an exception, pointed to the Blue MBA. You have certainly created a brand of which you should be proud, he told me..

»We have been referred to as the Harvard of the maritime education, and we take that as a tremendous compliment.»

What do you like the most about Scandinavia?

»I'm Persian by birth, and I have studied and worked in the Middle East, Europe and USA so I have been exposed to a great deal of diverse culture. What I like

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Irene Rosberg har tilbragt halvdelen af sit liv med at arbejde i shipping-industrien og stiler efter at gøre København til den maritime verdens hovedstad.



IRENE ROSBERG

**Program Director
Copenhagen Business School
Executive MBA in Shipping and Logistics
(The Blue MBA)**

Based on her extensive international network and experience, she has been entrusted with major roles in different maritime related activities, and speaks at leading maritime events. Most recently she was elected chairman of the Papers Review Committee for the International Association of Maritime Economists (IAME 2010), a post in which she will draw expertise from her wide maritime connections both in terms of academic and industry input.

most in Scandinavia is the frankness and the freedom people feel to speak their mind. You really know that what you see is what you get. It is much more obvious here than anywhere else. People are so focused on what they are doing, that they don't want to beat around the bush.«

What does CBS get from you?

»This is really a question for CBS, but the answer might include a very good network, I dare say second to none. I believe that I also have a very good knowledge of the industry; I know what's happening, I know what's driving this industry and therefore can contribute positively to the Blue MBA.«

Where will the Blue MBA be five years from now?

»I hope that the Blue MBA in five years would be still a leading program in this line on a world basis. I hope that by then we shall have established a very good research center as a platform for this program.«

Where are you in five years?

»I hope that I will still be with the Blue MBA, because there has never been a dull moment for me here. It is very close to my heart.« ■

