

## INTRODUCTION

I am an experienced, enthusiastic and engaging Trainer-Lecturer-Speaker with working experience in banking, academia and government. The development of skills levels, global awareness and employability of students and professionals is my key mission. My expertise in country risk, geopolitics and media representations helps me to achieve this.



## PERSONAL INFORMATION

Name (year of birth) Leonhardt van Efferink (1972)  
E-mail / Website [contact@geomeans.com](mailto:contact@geomeans.com) / [www.geomeans.com](http://www.geomeans.com)  
Languages Dutch (native), English, German (proficient), French (intermediate)



## EDUCATION

2010 – 2017 PhD candidate, Geopolitics, Royal Holloway, University of London, analysis of frames in foreign policy debate and foreign news in Germany  
2009 – 2010 MA, **Geopolitics, Territory and Security, King's College London**, analysis of views of US think tanks on Russia's policies towards the Arctic  
1990 – 1997 BSc/MSc, Financial Economics, Erasmus Universiteit Rotterdam, analysis of monetary policy of the Bundesbank and the lessons for the ECB

## PROFESSIONAL EXPERIENCE

Since 2010 Trainer-Lecturer-Speaker, GeoMeans, Amsterdam/Rotterdam  
Developing and giving workshops, lectures and talks  
Since 2013 Summer School Course Leader, Maastricht University  
Lecturing, tutoring, marking, organising guest lectures  
Since 2012 (Guest) Lecturer, University of Amsterdam, European Studies/Geography  
Lecturing, tutoring, marking, supervising Bachelor/Master thesis projects  
2006 – 2009 Senior Country Risk Analyst, ING, Amsterdam  
Analysing countries in Middle East/Asia and commodity markets  
2005 – 2006 Senior Policy Adviser, Ministry of Finance, Den Haag  
Analysing EU economy/OECD, assisting Minister during foreign trips  
2001 – 2005 (Senior) Country Risk Analyst, Rabobank, Utrecht  
Analysing countries in Latin America/Asia, model development  
1997 – 2001 Country Risk Analyst, NCM/Atradius, Amsterdam  
Analysing countries in Africa and East-Europe, HIPC debt relief

COURSE LEADER OF SUMMER SCHOOLS (one or two weeks per course, Maastricht University)

- Since 2014                      Media Representations Analysis (Critical Discourse Analysis, Framing Analysis, Social Semiotics, Text-Image Relations, Multimodality)
- Since 2014                      Geopolitical Analysis (Geopolitics, Geo-Economics, Geostrategy, National Identity, Power, Security)
- Since 2013                      Country Risk Analysis (Macro-Economic Indicators, Political Risk Indicators, Report Writing, Risk Modelling, Geopolitical Scenario Planning)

FACILITATOR/PANEL CHAIR/PANEL MEMBER

- 2015                              Geopolitiek, presentation of new book by Herman van der Wusten en Virginie Mamadouh, SPUI25/Amsterdam University Press [speaker and panel member]
- 2014                              Future Threats in an Urban Environment, NATO Urbanisation Working Group [facilitator]
- 2014                              Information and Cyber Security, NATO Urbanisation WG [facilitator]
- 2014                              Projections and Relevant Effects of Demographic Implications, Changes, and Trends (PREDICT), Warwick University, co-organised with University of Bologna, assigned by NATO [panel member]
- 2013                              Natural Resources in the African Great Lakes, Ministry of Foreign Affairs/IUCN-NL), The Hague [panel member]
- 2013                              Global Strategic Trends, British Ministry of Defence [panel member]
- 2012                              Sicherheitsrelevante Auswirkungen der Umbrüche – Folgen für Europa, den Nahostkonflikt und die Stabilität in den Regionen, Bundeswehr, Fürstenfeldbruck [panel chair]

WORKSHOPS

- 2014 Three Global Risk Scenarios Large Capital Outflows in China, Strong Rise in Food Prices and Severe Tensions in Europe, FMO, The Hague
- 2014 **Scenarios for Vietnam's Economy in 2020: Resource Exporter, Manufacturing Powerhouse or High-Tech Hub?**, Netherlands Council for Trade Promotion, The Hague
- 2014 Political, Military and Economic Relations in Europe in 2020: Scenario Workshop, Foreign Area Specialist Course, Bundeswehr, Hamburg
- 2014 Future Conflicts: Actors, Objectives and Strategies: Scenario Workshop, Foreign Area Specialist Course, Bundeswehr, Hamburg
- 2014 Geopolitical Scenario Planning. Developing New Perspectives on Natural Resources, Young Energy Specialists (YES-DC), Utrecht
- 2013 Will there be Summer after the Arab Spring? Scenarios for Egypt, Iran and Israel in 2015, ABN AMRO Bank, Amsterdam
- 2013 **Toekomstscenario's over de Tweedeling in de EMU. Solidariteit en Rechtvaardigheid in Tijden van Crisis**, D66, Utrecht
- 2012 Assessing Country Risk: The Interaction between Economics and Politics in the Middle East, Rabobank International, London
- 2012 Geopolitiek van Natuurlijke Grondstoffen, de BRIC-landen en Financial Planning, Alumni meeting, Erasmus U. Rotterdam
- 2012 Wechselwirkungen zwischen Risikoanalysen von Banken und der politischen und wirtschaftlichen Lage der Länder des arabischen Frühlings, Bundeswehr, Fürstenfeldbruck
- 2010 Geopolitik, Geostrategie und Geoökonomie in der Arktis, Bundeswehr

GUEST LECTURES (selection)

- 2012 –2016 Geopolitics and Media Representations Analysis, Geography/Heritage Studies, University of Amsterdam
- 2015 Rethinking the Relationship between Economics & Geopolitics, Cambridge Society for Economic Pluralism, Cambridge University [link](#)
- 2014 Introduction to Scenario Thinking. Prepare for the Future by Embracing Uncertainty, Helmut Schmidt-Universität (HSU), Hamburg
- 2013 – 2014 Introduction to Country Framing: What do we mean by Great Powers, Failed States and BRIC Economies?, HSU, Hamburg
- 2013 – 2014 The Geopolitics of Natural Resources: Current Trends and Future Scenarios, HSU, Hamburg
- 2012 The Role of Geopolitics in Country Risk Analysis of Brazil, International Centre for Geopolitical Studies, Geneva

PUBLICATIONS (selection)

- 2013/2016 Geopolitics, Oxford Bibliographies, Oxford University Press [link](#)
- 2013 Länderrisiken, Rating Agenturen und der Arabische Frühling, Geopolitical Yearbook, Bundeswehr
- 2012 Interessensräume einflussreicher Staaten. Studie über Staaten und deren Macht, Interessen und Strategien, Report, Bundeswehr
- 2011 Grundlegende Fragen zur Definition der Geopolitik, G.Y., Bundeswehr
- 2011 Polar Partners or Poles Apart? Discourses of two US think tanks on **Russia's presence in the 'High North**, The Geographical Journal [link](#)
- 2010 How Hezbollah affects **Lebanon's sovereignty**, Conference Paper, Political Studies Association [link](#)
- 2003 Country Risk Analysis, NIBE-SVV (with C. Kool and T. van Veen) [link](#)