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PROFILE Born on November 30th, 1987. My work generally revolves around 'creating by connecting'. I collect people, ideas, views, opinions and thoughts and connect them later on to create something new and exciting. I am very interested in open innovation, co-creation, design thinking and post-capitalism. Currently I am researching the possibilities of having a business model based on the maker-consumer-relationship, instead of the product or service itself.

EXPERIENCE Founder / owner at VIRTUAL STUDIO NETWORK 2010  
[www.virtualstudionetwork.com](http://www.virtualstudionetwork.com)

Virtual Studio Network is a music production company. It is based around network of music and media technologists.

Together we offer three products: music recordings, the production of marketing content and artist development where we coach artists and musicians how to build a business around their band.

The knowledge I have gained from working in the music world turns out to be applicable in any situation that requires a creative approach. Therefore I have been able to help several different companies in coming up with new solutions such as

Initiator at Downloadprobleem Opgelost 2010  
(download problem solved)  
[www.downloadprobleemopgelost.nl](http://www.downloadprobleemopgelost.nl)

A workshop and discussion platform I organized to come up with new solutions to solve the issues the music world is currently dealing with.

Teacher at TaSUBa, Bagamoyo College of Arts 2009  
I was teaching music theory and music production at a college in Bagamoyo, Tanzania. Over the course of three months I have helped around 15 students in developing general knowledge in music and how to record music properly. My goal was to show them how to combine sample-based music with recorded instruments to make their productions more lively.

Member of the board at the Student Section of the AES 2008-2010  
(Audio Engineering Society)  
<http://www.aes-studentsection.nl/blog/>

The AES organizes various types of events concerning music production and audio engineering. I was responsible for the marketing and online communications.

Sales manager at Robbert's Musicstore 2005-2008  
<http://www.guitars.nl/>

Guitar teacher 2006-2009

EDUCATION	<p>Bachelor with honours in Sound and Music Production (BA) 2010 Utrecht College of Arts, faculty of Art Media and Technology</p> <p>European Media Master of Arts in Sound and Music Production (EMMA) 2010 Utrecht College of Arts, faculty of Art Media and Technology in association with the Open University of England Thesis: <a href="http://bit.ly/thesisalexandermooij">http://bit.ly/thesisalexandermooij</a></p> <p>Talent Nu! (Talent Now!) 2009-2010 A one year course in entrepreneurship. <a href="http://nucultuur.nl/">http://nucultuur.nl/</a></p> <p>ABN AMRO Summerschool in entrepreneurship 2010 A one week pressure cooker in entrepreneurship</p>
RESEARCH	<p>Virtual Studio Network in the new music world 2010 For more information I would like to redirect you to my thesis.</p> <p>Bundling Social Media A project during the fourth year at the Utrecht College of Arts. The concept video can be found here: <a href="http://bit.ly/bubblenetworkconcept">http://bit.ly/bubblenetworkconcept</a></p> <p>Coaching in the studio 2009-2010 A research about using basic psychological knowledge in the recording studio, such as Maslow's Pyramid of Needs.</p>
SKILLS	<p>Music production</p> <ul style="list-style-type: none"> <li>• Composing, recording, mixing, mastering music</li> <li>• Coaching musicians through tested strategies</li> <li>• General knowledge of music</li> </ul> <p>Design thinking</p> <ul style="list-style-type: none"> <li>• Strong understanding of complex creative processes</li> <li>• Techniques for innovating and conceptualizing new ideas</li> </ul> <p>Personal</p> <ul style="list-style-type: none"> <li>• Strong communicative skills</li> <li>• Team player</li> <li>• Strong empathic ability</li> <li>• Always learning</li> <li>• Inventive and good ability to improvise</li> <li>• Empathic leadership</li> <li>• Curious</li> </ul>