

# PETER ETHERDEN

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## Personal Details

Born 17/07-1946 in Eltham, London; son of William Franklin Etherden & Ethel Winifred Land; British Passport; Married to Dr Ingrid Lundell of Bromma in Sweden (1969 to 1984); Partner to Connie Lindqvist of Moinio in Finland (1993 to 2002); Children: Linda (Born 1973) & Nicholas (Born 1975); Bilingual in English & Swedish; Tenor with *Ashburton Singers*; Owner of 30-foot gaff-cutter

## Career Background

Training as an engineer at the *University of Cambridge*; business & economics studies at Swedish universities; studies in industrial & economic dynamics at *Massachusetts Institute of Technology*; managerial experience in Europe & the USA; college teaching experience in the USA & Africa.

## Honorary Positions

**Candidate:** *UK Referendum Party* in Oldham & West Royton for *Westminster Parliament* (1997)  
**Director:** *William Franklin & Sons Limited* (2000- ) *REB Limited* (2002- )  
**Treasurer:** *Radical Consultation* (2000-2001), *Rye Harbour Boat Owners Association* (2001-2002)

## Schools & Colleges

### Christ's Hospital Bluecoat School Horsham, England 1957 - 1965

1961 GCE 'O' Levels Passes in eleven subjects  
1963 GCE 'A' Levels in Mathematics (A), Physics (A) and Chemistry (B)  
1964 GCE 'AS' Levels in Mathematics (A1) and Physics (A2)  
Captain of Rugby, Vice-Captain of Cricket, Head of Combined Cadet Force  
*English Electric* Exhibition to Churchill College, Cambridge

### Cambridge University School of Engineering Cambridge, England 1965 - 1968

1966 *Cambridge University Engineering Society* Essay Prize  
1967 Co-Designer of winning Engineering Student Bridge Design  
1968 BA (Cantab) in *Mechanical Sciences Tripos*  
1971 MA (Cantab)

### Stockholm University Stockholm, Sweden 1969 - 1971

1970 Business Economics: Introductory Courses 20 Credits (10 Distinction) to Swedish Fil. Kand.  
1970 Business Economics: Advanced Courses 20 Credits (15 Distinction) to Swedish Fil. Kand.  
1971 Investment & Finance Theory 10 Credits (5 Distinction) to Swedish Fil. Kand.  
1971 Thesis: *The Value of Generalisation* 10 Credits (10 Distinction) to Swedish Fil. Kand.

### University of East Africa Nairobi, Kenya 1971 - 1974

1971 Lecturer in International Finance and Economic Development  
1973 Publication of *Advanced Finance* textbook for African commerce graduate

### Uppsala University Uppsala, Sweden 1973 - 1974

1974 Diploma of Development Studies 18 Credits (18 Distinction) to Swedish Fil. Kand.

### MIT Sloan School Cambridge, USA 1980 - 1981

1981 System Dynamics & Industrial Dynamics Special Graduate Student

### Wheelock College Boston, USA 1981 - 1985

1981 Assistant Professor of Education teaching *Organisational Development*  
1983 Co-Founder and Tutor-in-Residence of *Human Scale Institute* on Martha's Vineyard  
1985 Publication of *The Ecology of Learning* course for teachers and professional educators

### Stockholm University Stockholm, Sweden 1998 - 1999

1999 Economic History: Introductory Courses 20 Credits (10 Distinction) to Swedish Fil. Kand.  
1999 Sustainable Baltic Diploma 5 Credits to Swedish Fil. Kand.  
1999 *Institute for Business Economics*: Interim Report on *Large Organisations*.

## Employment & Work Experience - Peter Etherden

### A-Betong AB

Stockholm, Sweden 1969 - 1971

Design Engineer with pre-stressed concrete company working with detailed design and building of downtown & residential parking structures.

### Sir Alexander Gibb & Sons

Nairobi, Kenya 1971 - 1974

Economic Planning Engineer with engineering consulting firm and co-author with project engineers on feasibility study reports for *Blantyre Water Supply Development* (July 1973); *Oman Regional Road Development* (November 1973) & *Kenya Rift Valley Water Resource Development* (March 1974).

### Norton Company

Welwyn Garden, Hertfordshire 1974 - 1979

Inventory Controller for the UK operations of the US Fortune 500 Industrial Consumables World Leader reporting to UK Marketing Director (Ian Powrie). Service all-time high, stock turnover & inventories on target. *Inventory Manual & Inventory Management Course* published. Financial Planning Manager responsible for design and implementation of UK management & control systems. Manager - Finance & Planning reporting to Northern Europe Finance Directors (i) Geoffrey Mulcahy & (ii) Jon Lassman with responsibility for integration of factories, warehouses, capital spending, marketing management and financial control systems with local and global financial & strategic planning.

### P-E Consulting

Cambridge, Massachusetts 1979 - 1987

Business Consultant with assignments for US clients including managing the European planning cycle and carrying out a corporate integration study in the construction products sector (*Norton Company, Worcester*); writing a proposal to the *US Energy Department* on soft energy systems (*Technology & Economics, Cambridge*); managing a project to relate innovation to shareholder value in high-tech high-growth companies (*Smith Barney, Chicago*); and directing the commercial development of a system dynamics model for Canadian printing firms (*Interconsult, Cambridge*).

### Cathedral Media

Canterbury, Kent 1987 - 1990

Script-writer on film projects involving the English language soundtracks commissioned by Swedish film makers from *AP Productions AB, Stockholm*. Commissions included public documentaries for *Swedish Television*, distance learning audio-visual courses for Sweden's Open University (*Utbildningsradio*), tourism promotion films, information & product films and CD-Roms for the corporate & medical sectors.

### Cinque Ports Academic Inn

Rye, Sussex 1990 - 1999

Contributing Editor to the London-based political journal *Fourth World Review* and author of over forty articles and book reviews on politics & economics. Publisher of *The Cinque Ports Letter*, a weekly newspaper designed for e-publication. Editor of *Rye Harbour Boat Owners Association* magazine.

## Recent Work Interests - Peter Etherden

### Academic Inn Books

since 1992

Secretary to *Academic Inn Books*, an association of book making partnerships owned by its authors & illustrators. Books in print include the *Good Yacht Guides*, maritime publications, illustrated children's books and *cesc e-publishing*.

### Cliff End Signalling Company (cesc)

since 1996

Research Institute with policy development and strategy development roles in Europe, the US and the UK on work and money. Management role for the *2001 Radical Consultation* convened by the *4<sup>th</sup> World* and *The Ecologist*. Services provided for discerning radicals include websites, blogs and e-publishing.

### William Franklin & Sons Limited

since 2000

Investment firm with ownership restricted to family members providing project & management services and investment & business development opportunities for family members. *REB Limited* established in 2001 and converted to wholly-owned subsidiary in 2003 to research and develop profitable long-term trade, technology transfer and business relationships in Europe, India, China & America. Project and financial management roles for a Stockholm-based internet business providing one-stop script and soundtrack services to Swedish Transnational Corporations and European media content providers.