

Lena Hørlyk Petersen

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Blog [MyBeautifulBeijing](#)
Born 1964, Kolding, Denmark



PROFILE

An experienced, creative and highly committed professional, who has successfully driven projects, helped teams create extraordinary results and supported leaders in making their businesses more effective. Through positions across the value chain in entrepreneurial and fast growing businesses as well as mature industries, I have created results within:

- Product development and continuous product improvement to grow revenue.
- Change management - knowledge transfer, business processes, organisational culture, and strategy implementation - to increase efficiency and ensure alignment.
- Marketing and Communications - from strategy to implementation, to grow new businesses.
- Communications strategy & communication rollout for global strategic projects.
- Leadership and organisational communications.

This has provided invaluable insights into businesses, projects and processes across organizations and acts as a great platform today, where I help businesses develop people and organisations to create high performance results through selection and development of talent, enhancement of cross-functional and cross-cultural teams.

Comfortable with technical systems, business plans and important deadlines. Analytical skills, persistency, and a creative mindset are some of my biggest strengths. Over the years, my communication skill across geographies and organizations has been fine tuned.

Passionate about helping people and teams reach extraordinary results, using my strong drive, I have an eye for development and continuous improvement and want my work to make a difference for the organisations and people I work for. I thrive in diversified business environments across cultures, job titles and functions.

Live and work in Beijing, China since 2008.

EXPERIENCE

- 2019- **Associate Consultant, Mercuri China**
Assessment, Executive coaching and transformative Talent and Leadership development training
- 2018- **Intercultural trainer and coach, NetExpat, China**
Facilitate intercultural training and coach executive leaders from international corporations from Europe as well the US.
- 2016 - 2019 **Leadership development consultant, facilitator and coach, Grundfos, China**
Develop leadership skills, organisational development.
- 2012 - 2015 **Manager, Clavis Consultants (Beijing) Ltd. China**
My objective is to make Clavis the preferred partner for businesses by helping them develop effective organisations by using workforce analytics; my role is marketing and business development and supporting Clavis associates with expert and marketing support. In addition to this, I facilitate workshops and coach clients.
- 2012 - **Freelance senior intercultural consultant & Coach, C3 Consulting**
I act as freelance facilitator and coaching resource for C3 Consulting in China.
- 2011- 2012 **Consultant, change management, Grundfos DE China**
Some of my projects with Grundfos DE in Suzhou, China, included analysis for a QA management system, strategy planning and deployment; during my time I also acted as communication advisor for the Suzhou management team.

- 2008 - 2010 **Communications Manager, Vestas**
 During my time in Vestas, China, I was involved in building two new organisations. Some of my deliverables involved developing and delivering internal and leadership communication for the new organisation and management team (strategic, tactical and operational role), I developed and deployed an internal communication strategy for a strategic global project, coordinated with global interfaces in all business areas of Vestas, developed an on boarding program for new employees in the new organisation and coordinated this with China HR and global interfaces.
- 2002 - 2008 **Product Manager, TDC**
 At TDC, I acted as Product Development and Product Manager, responsible for managing and growing web and mail services and security services for b2b clients. Some of my responsibilities included the development and launch of a new subscription based product portfolio for SME clients, based on the Microsoft Exchange, offering clients better email solutions and improving revenue for TDC, I headed a technical migration platform project, helping TDC improve profitability on professional mail solutions, and I developed strategy planning on services based on Microsoft Unified Communication and Collaboration platform.
- 2001 - 2002 **Marketing & Communications Manager, eststructure.net**
 My role at eststructure.net was to build a brand and create a marketing system for a company that offered sophisticated hosting to companies with critical websites. Today, eststructure.net is part of TDC Hosting A/S. Some of my deliverables were: brand development from scratch, development and deployment of external communication: corporate website, newsletters, sales tools, business processes, exhibitions to support sales.
- 1999 - 2001 **Marketing & Communications Manager, Synkron**
 Synkron, an entrepreneurial business and at that time, Scandinavia's largest content management systems provider, received capital funding in 1999 to take the next steps from a small start up to a mature business. Some of my footprints were: rebrand and reposition Synkron as the preferred Scandinavian provider of web content management systems, develop and implement a professional sales and marketing support system for Synkron associates.
- 1996 - 1999 **Marketing Consultant, TDC Internet.**
- 1991 - 1996 **Marketing Coordinator, DanaData A/S.**
- 1987 - 1991 **Export- and Marketing Assistant, lab-flex.**

EDUCATION & TRAINING

- BA, Bachelor of Arts, University of Southern Denmark, (2013).
- Academy Economist, International Sales & Marketing, Aarhus Business Academy (1989-1989).
- English and French, University of Southern Denmark (1984 - 1987)
- Higher Business Examination, IBC Kolding, Denmark (1982-1984)

- HSK level 4, (Mandarin Chinese proficiency test), Beijing (2013)
- Certified PI Analyst, Predictive Index Worldwide, Beijing (2013)
- Global Leadership Training, EQCM, Beijing (2012).
- Certified NLP Practitioner, Acuity World, Denmark (2009-2010)
- PPA training, DISC, Thomas International, Beijing (2008).
- Chinese study, Beijing Yuyan Daxue/Beijing Language and Culture University, (2008).
- Project Management, IPMA preparation, Learn2Lead, Denmark (2005-2006)
- Pathfinder Trails program, Pathfinder, Denmark (2002).
- Français Commercial et Economique de la Chambre de Commerce 1988, Scholarship Strasbourg, certificat pratique de français commercial et économique de la Chambre de Commerce et l'Industrie de Strasbourg et du Bas Rhin. (1988).

COMPUTER SKILLS

- Proficiency in MS Office Suite.
- Microsoft Visio, Microsoft Project, operational knowledge
- Trained in MS Projects, operational knowledge.
- SharePoint 2009, operational knowledge.
- Content management systems for websites.

LANGUAGES

- Danish
- English
- Mandarin Chinese
- German
- French

MOTIVATION FOR CANDIDACY TO THE BOARD OF DCCC, BEIJING

I am delighted to offer my candidacy to the board of DCCC and excited of the potential prospect of sharing my experience with DCCC and the Danish business community.

Through positions across the value chain in various industries I have helped growing businesses and building organisations, both in quite big corporations and fairly small entrepreneurial businesses; my experience is both strategic and hands on and lies especially within areas related to communication & marketing, product development, change management and organisational development. I am passionate about growing performance through people and people development in a global setting.

I have lived and worked in China since March 2008.

I served as a DCCC Board member last year and have been part of the organizing team for the 2014 DCCC Charity Ball.

If I am selected to the board of DCCC, I will serve the board to the best of my abilities.

Lena Hørlyk Petersen

Organisational Development, Grundfos D&E China

Beijing, 26th of December 2015