

# Stefano Hjorth Censi

General Manager Georg Jensen China

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## Summary

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Having lived in 10 countries across the globe, I am an international and passionate professional with a strong focus on brand management and creating long term sustained growth.

Most importantly: Teamwork is everything.

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General Manager, [Georg Jensen](#) China

Executive Director of the Board for the [Danish Chamber of Commerce in China](#)

National Representative of Denmark to the 2020 Supervisory Board of the [European Chamber](#)

Member: The Danish Management Society ([VL](#))

Strategic Advisor: [E&A PR and Communications](#)

## Competencies & Skills

Experience in business administration and team management & coordination.

Strong focus on leadership and creating a strong communal team identity.

Strength in and passionate about strategy regarding retail touch-points and brand management.

Committed to my work and competitive about results.

## Relevant Professional Experience

- March 2018 - Present: **General Manager for Georg Jensen China** - Beijing, China.

Developing China market, with a focus on strategic partnerships to facilitate brand building and implementing strategy. Strong focus on brand placement, with a sensitivity to the quality of sales channels to better communicate brand values both online and offline. Management of the business including offices in Shanghai, Beijing and nation wide activities with full P&L control.

- November 2016 - March 2018: **General Manager for Georg Jensen Gallery and Brand House** - Beijing, China.

Working with a team of 70 to communicate brand values through its Gallery, Restaurant and Lounge in Beijing China. Creating events and cross promotions with brands/groups on the market including

LVMH, Kering Group, Richemont, Chanel and others. Developing strategic sales partners in northern China.

- April 2015 - November 2016: **Design and Creation of the Georg Jensen Brand House** - Beijing, China.

Design and creation of the Georg Jensen brand house including gallery, showroom, restaurant, lounge and offices. Focusing on brand story and creation of communication strategy to formally introduce the brand to the market. Working closely with international and local media communicating the values as represented in the GJ house.

- January 2013 - April 2015. **Partner - VP CPH**

An art space and offices in the heart of Copenhagen focusing on brand communication and corporate events. Working with groups such as Diageo on their 'reserve brand' activation within the region. Co-created the Zacapa house pop-up in the Copenhagen city center, as well project based tasks for Tanqueray and Johnny Walker.

- December 2010 - May 2011: **I.P.S. Srl. Rome - Account Manager**

Managing accounts for I.P.S. Srl. (international merchant of aeronautical technologies). This job consisted of account management, sales and meeting acute needs concerning parts and orders within private technology firms and government entities.

#### Other:

- Brand activation Pernod Ricard (2012) - project based activation and education to end consumers of the groups premium spirit brands.
- Dive Instructor (2011) - Assisting on courses and dive tours as a PADI dive master in Speyside, Tobago.

#### Education

- High-school Diploma (Bagsværd Kostskole & Gym.)
- Upper Level Maths Diploma (Neils Brock)
- Copenhagen Business School - Ba Business Administration and Sociology (inc.)

#### Languages

Spanish (Fluent)      English (Fluent).      Italian (Fluent)      Danish (Fluent)  
Swedish (Intermediate)      Norwegian (Intermediate)  
Chinese (Intermediate)

## Personal Interests

Design, wine & spirits, basketball, music.