

# CURRICULUM VITAE

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## Growing people, changing businesses:

### Leadership Development | Business Coaching | Intercultural Training | CPCC – ACC

Leadership performance coach (CPCC and ACC) and consultant, who leads workshops, facilitates learning groups and coaches ambitious leaders to discover and grow their potential, reach the results they aim for, and be the authentic leaders they want to be.

Having developed my career in technology driven and innovative industries across the company value chain, in marketing, business development, and product management positions, I left a safe, corporate job to pursue a personal and professional adventure in China in 2008, working in a truly diverse, fast paced, and dynamic environment. Here, I continued to develop my international competences within leadership performance and development, until I began to work as a coach, facilitator, and consultant. My corporate experience helps me understand the world of clients I work with and the challenges their leaders face. With my education and certification as a coach and the research-based methods, I use, clients have an experienced and passionate partner, who helps them get to the root cause of what is preventing leadership talent from reaching the results they dream of and works with them to develop as leaders and reach their aspirations.

Today, I work with leaders in international, innovative and technology driven industries; I help individuals, who struggle with confidence in their leadership roles, with feedback and conflicts, I support people who want to design or redesign their professional "why", and I work with people who want to balance their ambitions at work with their personal priorities. I want the clients I work with to have the impact they dream of, for the business and they people they work with, and for themselves.

Member of the board of DCCC, Danish Chamber of Commerce China, Beijing.  
Certified coach (CPCC, ACC), member of International Coach Federation (ICF).

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## EMPLOYMENT AND CONSULTANCIES

- 2019 - **Associate Consultant, Mercuri Urval 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 as the US.
- 2016 – 2019 **Leadership development consultant, facilitator and coach, Grundfos, China**
- Design and facilitation of leadership development program for Danish and Chinese leaders, helping them understand their behavior, influencing their stakeholders and getting results.
  - The program is integrated into their daily life as managers and supports them in training and improving self-awareness, understanding and influencing others and improving performance.
  - The framework includes workshops, learning groups and coaching to support them on their journey.
  - Training of managers and directors from functions of Research & Development, Sales, and Sales Development.
- 2016 - **Facilitator, certified Predictive Index analyst**  
Freelance facilitation of certification workshops Predictive Index, a behavioural assessment system, for Clavis Consultants Ltd.
- Facilitation of workshops in China, Hong Kong, South Korea for business leaders and HR within industries of Pharmaceutical, Logistics, Retail, Renewable, Management Consulting in business units of Sales, R&D, Project Management, Business Development, Sourcing, and HR.
  - Areas of facilitation: use of Predictive Index in Talent Acquisition, Team Effectiveness, Coaching, Leadership Development.
- 2015 - **Member of the Board, Danish Chamber of Commerce, Beijing (DCCC, Beijing)**  
Danish Chamber of Commerce China promotes, studies and enhances an exchange of information regarding commercial relations, investments and trade between Denmark and China. Board member responsibilities include:
- Driver of the DCCC HR Taskforce at the board, where we develop concepts that creates value to our members and work on continuous improvement of our own HR functions and processes.

- Responsible for defining the direction, programs, services and outreach of the Danish Chamber of Commerce.
- Fiduciary responsibility. Responsible for assuring that the chamber is fiscally sound and operated, prudent and ethically in line with the articles of association.
- Represent the Chamber during activities arranged by the Chamber or external partners.

2012 – 2015

**Head of Marketing, Clavis Consultants (Beijing) Ltd. China**

Clavis Consultants is the Licensee of Predictive Index behavioural assessment systems for China, Hong Kong, Macao and Taiwan.

As one of the very early members of Clavis, being responsible for Marketing and Communications, my responsibilities and achievements were focused on creating the brand, develop supporting sales and marketing material and activities to support sales. Acted as a consultant, helping clients understand how they benefit the most from using behavioural assessments and I trained our clients in using the PI. My tasks involved most of the Clavis value chain, with the following primary responsibilities:

- Develop the Clavis brand and managing the brand
- Develop marketing and communications activities, supporting business development and sales associates
- Consulting and sales: advise clients on behavioural assessments with talent acquisition, engagement and leadership development
- Facilitate Predictive Index certification workshops for clients (business leaders and HR).

2012 - 2019

**Intercultural coach and facilitator - freelance, C3 Consulting**

I help business leaders, specialists and teams, who work in cross-cultural environments, improve collaboration and results by developing their understanding of cultures, their own and that of their colleagues and internal and external stakeholders. I facilitate workshops, coach individuals and act as a consultant to help individuals and teams working in cross-cultural environments benefit the most from working in global settings.

2011- 2012

**Consultant Change Management, Grundfos Design & Engineering (D&E) China**

As part of the local management team, I acted as a "bridge" between HQ and the regional D&E organization to help implement areas scoped for change. One of these involved global business processes, to ensure processes were implemented locally and supporting the local organization introduce improvements for global processes. A key part of my job as "the bridge" was also to support the setting and deployment of the global D&E strategy together with the global manager, responsible for the strategy setting.

2008 - 2010

**Communications Manager, Vestas, China**

During my time with Vestas I had the privilege of working on two major strategic projects, helping develop new businesses and organisations for the Chinese market; on one of the projects, I was part of the management team, responsible for strategic communications internally within the project and across functions globally in Vestas. I developed and implemented communications strategies and acted as the communications interface between the new China organisations and Vestas headquarters, to help the new organisations hit the ground running. Parts of my key responsibilities were:

- Developed and launched global internal communications strategies for two major for strategic projects, leading to high awareness and buy in with key stakeholders and new attention in global organisation towards China as an integrated part of the global organisation.
- Co-executed a major factory inauguration, responsible for internal communications
- Instrumental in opening of the China R&D
- Developed and piloted induction program for newly on boarded employees
- Developed and facilitated communications training for internal communications staff, to help strengthen information sharing across business.

2002 – 2008

**Product Manager, Project Manager, TDC (market leading Danish telecom)**

As Product Manager at TDC Business, I was responsible for developing and managing the web and mail services business area and managing security services for business-to-business clients. My key responsibilities included:

- Management and continuous improvement of product portfolio, meeting client needs and driving revenue
- Key interface for internal stakeholders around the product from sales, marketing, after sales support and technical support as well as clients and relevant external stakeholders for product and services improvements speaking to client needs.
- Product strategy, product roadmap, product forecasts and sales budgets
- Developed and launched new subscription based product portfolio for small and medium sized (SME) clients from business case to launch of products.
- Drove and managed a technical migration platform project to ensure competitive product offerings.
- Developed strategy for TDC communications and collaborations solutions for professional clients.

2001 – 2002

**Marketing & Communications Manager, eststructure.net**

Developed and managed the eststructure.net brand from end to end, including marketing and communications activities.

1999 – 2001

**Marketing & Communications Manager, Synkron**

Streamlined company brand experience including key messaging, content development, company presentations, above-the-line and below-the-line marketing materials

- Implemented and solidified seller communications and engagement for Synkron associates.
- On boarded and managed creative agency to drive awareness of Synkron

- 1996 – 1999      **Marketing Consultant, TDC Internet**  
Developed and managed the TDC Internet marketing activities for business to business clients from end to end, interacting with TDC HQ in key marketing and PR events.
- 1991 – 1996      **Marketing Coordinator, DanaData A/S**  
Developed and managed DanaData marketing activities to support sales, grow client loyalty and create a strong brand.
- 1987 – 1991      **Export- and Marketing Assistant, lab-flex**
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## EDUCATION

- BA International Business Communication, University of Southern Denmark, (2013).  
BA project: *Building a leadership pipeline in cross cultural organisations. Creating a framework for organisational behaviour to implement "The Leadership Pipeline" in organisations in China.*
- Academy Economist, International Sales & Marketing, Aarhus Business Academy (1989-1989).
- English and French, University of Southern Denmark (1984 – 1987)

## TRAINING

- Positive Intelligence, certification PQ Coach (started December 2020 -
  - Associate, Certified Coach (ACC), at International Coach Federation (ICF) (2020)
  - Certified Professional Co-Active Coach (CPCC), at CTI, an ICF-affiliated coach programme (2019)
  - Certified Predictive Index Analyst and trainer, Predictive Index Worldwide (2013)
  - Global Leadership training, The Leadership & Coaching Group (2012).
  - Certified NLP Practitioner, Acuity World, Denmark (2009-2010)
  - PPA training, DISC, Thomas International, Beijing (2009).
  - Project Management, Learn2Lead, Denmark (2005-2006)
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## LANGUAGES

- Danish (Mother tongue)
- English (full professional proficiency)
- Mandarin Chinese (professional proficiency)
- German (professional proficiency)
- French (professional proficiency)

3 months Chinese study at Beijing Yuyuan Daxue (BLCU), Beijing (2008).  
HSK level 4, (Mandarin Chinese proficiency test), Beijing (2013).  
Continuously studying Mandarin Chinese with private teacher.

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## VOLUNTEER

**Mentor at IDA, Danish Society of Engineers** (since 2018)

<https://ida.dk/raad-og-karriere/artikler/mentorordning/for-mig-er-mentorordningen-en-ligevaerdig-relation>

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