

Franck Roussel Rasmussen**Strictly Confidential**

Frugtparken 15, 2820 Gentofte, Denmark

Mobile: +45 2616 1981

Email: franck@roussel.dk

Work Experience

Infront AS, Nordics / DACH / UK

Chief Product Officer | Customer-Centric Product Strategy

01/23 - Present

- In charge of pivoting Infront from ‘Terminal company’ to ‘WealthTech’ provider across key European markets ~simplifying a 100+ product portfolio
- Heading up departments totalling ~250 FTE across Product Management, Data management, Support and Consulting in Nordics and DACH
- Helped secure record topline and bottomline across 2023-2025

Roussel Consulting, Nordics / DACH / UK

Freelance | Product Strategy & Management

01/22 - 12/22

- Worked with Infront’s product and executive leadership to develop a 3-5 year customer-centric product strategy.
- Was asked to join as Chief Product Officer in October of 2022

Trifork & Duckwise, Copenhagen

Vice President & Business Unit Leader | Digital Strategy | Software Consultancy | UI/UX

01/19 - 01/22

- Managed P&L, leading 30-40 FTEs and 5-10 subcontractors with a yearly turnover of 40-46 mDKK.
- Achieved a 1300% EBITDA increase through a successful turnaround.
- Secured digital projects worth 20-30+ mDKK/year across the financial sector.
- Oversaw project delivery, including team staffing, scope fulfillment, and financial management.
- Key clients included e-nettet, Arbejdernes Landsbank, Maersk, DSB, Yousee, Svitzer, Sweco, Sparinvest, Jyske Bank, Scandlines, Industriens Pension, and LemvighMüller.

Roussel Consulting, Copenhagen

Freelance | Growth & Merger Strategy

2018 - 2019

- Developed a 2020 growth strategy for Sweco DK, identifying 150 mDKK revenue growth opportunities with a total of 650 mDKK
- Implemented a new sales pipeline management system (Pipedrive) and led change management and sales coaching for Sweco’s Infrastructure division.

3Shape, Copenhagen / Global

Product Director TRIOS / Clinic BU | Global 3D Scanning Business

2016 - 2018

- Led the global 3D intraoral scanning business (TRIOS), achieving over 150% YOY growth and exceeding 100 mEUR in revenue in 2017.
- Managed a team of 15, including 6 new hires, and was promoted to lead the Design Studio product team (CAD/CAM and 3D printing).
- Acted as a keynote speaker at major dental symposiums and industry fairs worldwide, including events in Brazil, Japan, China, and the US.

Eltel Group, CPH/Europe

CFO/COO Mobile Communications BU | Network Design & Maintenance

2015 - 2016

- Supported President of Mobile Business, overseeing a business unit with 1,000+ employees and a turnover of 110 mEUR.
- Led a team of 10 financial controllers across the Nordics, Germany, UK, and Eastern Europe.
- Conducted monthly business reviews, managed KPI dashboards, and led group reporting and tender responses for major bids.

Phase One, Copenhagen/Global

VP Product Management & Marketing | High-End Digital Camera Equipment

2012 - 2015

- Managed product and marketing teams for the 'Pro & Advanced Amateur' business unit, driving user-centric product development.
- Oversaw a team of 11, including 4 in product management and 7 in marketing, along with 2-7 external consultants.
- Launched the XF camera system and Capture One software, achieving the most successful product launch in Phase One's history and record sales in 2014.
- Part of the core team that facilitated the sale of Phase One A/S to Silverfleet Capital.

Accenture, CPH/Nordic

Management Consultant, Strategy | Communications, Media & Technology

2010 - 2012

- Promoted to engagement manager; secured consulting projects and rated 'Significantly Above Target' in FY11, nominated for promotion in 2012.

Nokia, Denmark, China, Finland, Germany

Global Graduate Program | Product Management

2007 - 2010

- Selected from 1300+ candidates for a graduate program with on-the-job training and senior mentoring at various Nokia R&D sites

Education

Copenhagen Business School, Denmark

M.Sc. MIB | Management of Innovation and Business Development
2004 - 2007

- GPA 10.4 (second highest of the year)

HEC Grande École Paris, France

M.Sc. CEMS MIM | Master of International Management
2005 - 2006

- CEMS MIM ranked global #1 in 2009
- Internship with Thrane & Thrane in Shanghai (3 months)

Copenhagen Business School, Denmark

B.Sc. | Economics and Business Administration
2001 - 2004

- Exchange semester at University of Wisconsin LaCrosse, USA
-

Languages

- Danish: Native
 - English: Full proficiency
 - French: Limited working proficiency
-

Personal

- Half French (mother) and half Danish (father).
- Married to Sofia, a medical doctor, with a 4-year-old daughter, Frida.
- Passionate about gardening, cooking, and photography