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## CV

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#### About

Lives in Hvidovre  
Married & 3 kids  
European Champion in  
Ultimate Frisbee 2015

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#### Languages

Danish - native  
English - professional

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## work

Jan. 2007 -

Re: ApS, Copenhagen  
CEO & Co-founder

Nov. 2005 - Dec. 2006

GraphIT, Copenhagen  
CEO & Founder

Jan. 2001 - Oct. 2005

Novozymes, Bagsværd  
Application developer

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## academics

June 2005

Cand. M.A. IT (Design,  
Communication and Media)  
IT University of Copenhagen

Jan. 2002

B.A. Math & Physics  
University of Copenhagen

1984-1986

Kingsgate Primary School  
(English speaking)  
Lesotho, Southern Africa

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## what you get

An experienced digital advisor  
that combines strong analytical  
skills with the ability to engage  
with customers and developers  
at their level.

An extraordinary sense of detail  
and a great understanding of  
the digital process from A to Z.

A team member that delivers  
quality and who's work is his  
passion.

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## projects include

Re:Plan [since 2016]

A digital platform used in  
industrial kitchens. Used by  
major hospitals in Denmark  
including Rigshospitalet.

louisiana.dk [since 2013]

An editor driven website, with  
high demands for graphical  
consistency and the need for  
many editorial options.

If [2013-2019]

The largest insurance company  
in Scandinavia. Developing and  
fine tuning on cutting edge agile  
pilot projects.

#### *Role in projects includes*

- Initial analysis
- Idea and Concept
- User involvement
- Workshops
- User experience
- Project management
- Ongoing support
- Ongoing development

More projects

Read in depth on featured  
projects on next pages.

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## skills

Communication

Analysis

Concept development

Information Architecture

User experience

Project management

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## Featured projects in detail

### 2019 | Copenhill | CRM and booking system

The task was to understand one of the most hyped tourist attraction in Copenhagen, the highest Danish skiresort - Copenhill, and translate their needs into a booking system and CRM. The strategy of Copenhill was to become 100% digital, with no personal interaction required in the booking process. The project was agile and explorative resulting in complex communication aligning expectations of the different stakeholders.

Today the system is handling business critical payment transactions and organising all traffic on the hill.

Technology: React & serverless stack on AWS

Method: Scrum

Role: Idea and concept, UI, specification, project management, support and operation

### 2017 | Rigshospitalet | Re:Plan - Planning system

Designing and building a tool to help large scale kitchens manage their daily tasks. Initially I was presented with the daily problems of the large scale kitchen at Glostrup Hospital. I presented them with a digital solution that eventually saved the kitchen a full time position, and introduced a unified workflow for future assurance, as the kitchen to a greater extend is now independent of specific employee knowledge.

The tool is currently in use at 3 major Danish hospitals, daily managing meals for more than 2000 people.

Technology: Angular (compiled as an app on Windows).

Role: Initial analysis of strategy and workflow, idea and concept, specification, UI, design, project management, support and operation

### 2018 | Spillemyndigheden | [www.spillemyndigheden.dk](http://www.spillemyndigheden.dk)

Redesigning website the with focus on user experience as well as editorial ease. Involving the customer on many levels to create best sense of ownership. High level of security.

Technology: Drupal 8

Role: Idea and concept, running workshops, specification, UI, hire and manage design agency, project management, support and operation

### 2017 | PDH Music | App for Android and IOS

Reprogramming and redesign of existing app including integration to PDH's CRM system and use of notifications.

Technology: React Native & Expo

Role: UI, specification, hire and manage design agency, project management, support and operation

### 2013 | Louisiana | [www.louisiana.dk](http://www.louisiana.dk)

Replacing an old website, with a modern dynamic CMS saving the museum a lot of time, and opening many possibilities for their online communication. The process was agile with a focus on customer involvement, making the communication between stakeholders crucial. The website is still functional and successful after 7 years.

Technology: Drupal 7

Role: Idea and concept, specification, UI, customer involvement, project management and test, support and operation

### **2013 | Louisiana | Member migration**

Moving the museum from their old member database into the newer system, Galaxy, affecting more than 50.000 members.

Technology: Galaxy

Role: Initial analysis and project manager during execution, support and operation

### **2013 | Louisiana | Milkyway - automated integration to NETS**

A custom built automated system to handle yearly payments of Louisianas 50.000 regular customers. The system integrates to NETS, and is still yearly handling transactions worth more than DKK 15 mil. saving the museum many days of work every month.

Technology: Ruby on Rails

Role: Idea and concept, specification, project management and test, support and operation

### **2016 | Louisiana | Online ticket web-shop**

Creating a custom made mobile friendly web shop minimising number of user-clicks in the purchasing journey.

Technology: Ruby on Rails

Role: UI, design, specification, project management, test, support and operation

### **2016 | Goodwings**

Goodwings is a newly founded sustainable travel agency with focus on social and environmental change. I was responsible for the initial development of the front end of the website and booking platform including UI. The booking portal is still based on the design introduced in 2016.

Technology: React

Role: UI, project management

### **2011 | interactive banners | If forsikring**

We created an option to exchange information between the 3rd biggest danish website, DBA, and If, providing us the ability to calculate specific prices in banners presented to potential customers. Our system was handling 50.000 requests per hour. At the time being this interaction was cutting edge.

Technology: Ruby on Rails

Role: Idea and concept, project management

### **2011-2018 | Misc. pilot projects | If forsikring**

For 8 years I worked side by side with various people from If and their partners, developing and testing different concepts. Navigating the organisation I got to help many departments for example building mobile apps to extend car insurance sales, come up with a completely new insurance brand targeted women and built different sales portals as alternative to the main website.

Technology: Misc.

Role: Idea and concept, UI, communication, project management