

Resume for Sune Porsborg Børsen

Name: Sune Porsborg Børsen
Date of Birth: April 14th 1974
Address: Marienborg Alle 88
DK-2860 Søborg
Danmark
Private: Married, four children.
Phone: +45 31703703
Email: sune@netnote.dk

Personal Introduction:

Customer focus and data has always been a cornerstone in my approach to marketing and business development. I'm self-driven, curious, ambitious, analytical, native digital and yet pragmatic in my approach to both my professional and private life. I have worked with a broad variety of areas in the digital sphere; marketing-, CRM-, marketing automation- & digital strategy, through the operational parts of the mentioned, to data analysis and team management.

I got experience from a number of international and nordic companies, covering the Nordic region most of my professional life - in 'real companies', in the technology business and at ad- and dialogue-agencies. The challenges of culture, business approaches, markets differences and people is just a really fun and important part of any job I'd look for.

Experience:

2/2015 - : Senior Digital Strategy Consultant, Oracle Danmark A/S

Working with the Marketing Cloud products (Responsys & Eloqua) focusing on the following tasks:

- Getting customers started on their new Marketing Automation system; strategic onboarding, implementation and roll-out planning, data model development, email deliverability and template advice. Helping customers to kick-start the new software based on best practice and business objectives.
- Customer development; helping customer gain more value from their solutions.
- Continuous training to create broad knowledge base on with in the Oracle Marketing Cloud portfolio (Responsys (Certified), Eloqua & Data Management Platform BlueKai), Oracle Service Cloud and the Customer Experience Journey Mapping method.
- Speaker at events (Modern Marketing Tour '15 Stockholm and Tech For Marketeers in Stockholm) and on demand to existing and potential Oracle Marketing Cloud customers.

- Presales support to Senior Sales Director and Sales Reps. on new opportunities, during sales pitches and presentations.
- My current position has been terminated mid-august due to cut-down in Marketing Cloud Line of Business, so I'm able to take a new position quickly.

3/2014 – 1/2015 : CRM Manager, Consumer Division, Hi3G Danmark (Teleselskabet 3)

- Part of Consumer Marketing Management team.
- Churn analysis and C-level reporting on consumer churn.
- Responsible for CRM- and consumer retention strategy in Consumer Division.
- Responsible for all eCRM sales, lead and cross platform campaigns (email, lead marketing, SMS, online selfservice and existing mobile app platform).
- Responsible for all Marketing Automation and the automation system - SAS CI, SAS DM and SAS MA.
- General analysis and analysis interpretation.
- Responsible for customer communication towards existing customers.
- Manager for a 3 FTE CRM team, who work in the systems.

12/2012 – 2/2014 : Senior Consultant & Specialist, Digital | CRM | Direct, Wibroe, Duckert & Partners, part of PeopleGroup

- Clients: DSB, Nordisk Film Biografer (Danish cinema brand), Viasat, Leaseplan (B2B), Nykredit.
- Strategic and tactical consulting within CRM/marketing automation, digital campaigns and websites.
- Workshops and presentations focusing on loyalty programmes and digital/mobile trends.
- Concept development and user experience design of marketing/branded utilities, websites og marketing automation.

12/2011 – 11/2012 : Client Service Manager, RelationshusetGekko

- Account and project responsible on Tryg Insurance (BtB and BtC), SAS Eurobonus, SuperBrugsen, Copenhagen Metro and Novozymes.
- Strategic and tactical consulting – incl. direct marketing, newsletters/e-mail dialogue, sales and lead campaigns.
- Development of new positioning brand and visual identity in a world wide product category.
- Working with the Danish and Norwegian markets.

1/2009 - 11/2011 : Client Services Manager, DialoguePeople|NetPeople, part of PeopleGroup

- Account responsible for clients like Toyota, TDC, Viasat, Movia, Mols-Linien, SEAS-NVE, LeasePlan and new bizz projects.

- Strategic development of loyalty activities, newsletters/e-mail dialogue, sales and lead campaigns, customer lifecycle management and customer management experience.
- Operational/tactical development of online and dialogue marketing campaign as well as traditional Direct campaigns.
- Integrated campaign development across the marketing disciplines - from mass communication, online and dialogue marketing and social media.
- Experience with both B2C and B2B campaigns.
- Relationship management towards suppliers (e.g. media agencies, other advertising agencies, fulfilment suppliers, email and cross channel marketing platforms)

5/2006 – 12/2008 : Bonnier Publications A/S, Marketing

10/2007 – 12/2008: Nordic Product Manager

- Product and marketing responsible of two magazines (Komputer for Alle is a computer magazine and Gør Det Selv, a DIY magazine), published in Denmark, Norway, Sweden and Finland.
- Budget responsible of all marketing activities on both magazines.
- Responsible for preparation of campaign materials, campaign launch and follow-up, in cooperation with the Telemarketing Specialists and Internet Marketing Specialists, Art Director and Web developers.
- Responsible for identifying and market testing of relevant soliciting prizes for the optimization of campaigns.

5/2006 – 9/2008 : Nordic Internet Marketing Specialist

- Responsible for online marketing activities in Denmark, Norway, Sweden and Finland.
- Identifying new partners and media, including negotiation of terms and prices.
- Relationship management and contract negotiations with existing partners.
- Responsible for online media planning (20-25 per campaigns/years).
- Responsible for the preparation of campaign materials, campaign launch and follow-up, including contact to Product Managers, Art Directors, Copywriters and Web Developers.
- Budget responsibility for the above activities.
- Marketing consulting in a product development project with a Bonnier Group company.

8/2004 – 4/2006 TDC Directories A/S (De Gule Sider A/S), Market

10/2005 – 4/2006: Product Manager

- Product Manager, TDC Directories A/S's BtB yellow pages websites
- Project management of online alliances and partnerships in Denmark and Sweden, including identification of partners, contract negotiation, implementation and monitoring.

- Media planning for long-term online campaigns in Denmark and Sweden.
- Planning and implementation of SEM and SEO for all TDC Directories A/S's websites in Denmark and Sweden.
- Budget responsibility for the above activities.

8/2004 – 9/2005: Project Manager

- Project management of online alliances and partnerships in Denmark and Sweden, including identification of partners, contract negotiation, implementation and monitoring.
- Project manager of business development project: Scenario Development for online development related to TDC Directories.
- Planning and implementation of SEM for all TDC Directories A/S's websites in Denmark and Sweden
- Media planning for long-term online campaigns in Denmark and Sweden
- Budget responsibility for the above

8/2002 – 7/2004 Eniro Danmark A/S, Online division

6/2004 – 7/2004: Business Support Manager

- Team leader for a small team including a technical webmaster, a technical project manager and a business project manager
- "Single Point of Contact" between the central company IT functions and product management for online business in Denmark, and coordinating development of new functionality and operational task on Eniro.dk and SOL.dk.

10/2003 – 7/2004 Project Manager, Eniro AB (Stockholm)

- Project manager of a strategic development project financed by Eniro Headquarters in Stockholm.
- Business and conceptual development of a generic e-commerce solution for user payment.
- Needs and requirement analysis, technical specification of project, preparation of call for tenders, tender evaluation and contract negotiations.
- Contact with external consultancy and developing company.

8/2002 – 5/2004 Product Manager – SOL.dk

- Product Manager for several services on Internet portal SOL.dk: SOL Member, SOL Mail, SOL Homepages, SOL Health.
- Tasks included business development, concept development, project management and operations.
- Negotiation of partnerships.
- Editorial work related to SOL.dk.
- "Single Point of Contact" to central Nordic 2. line support and local 1. line support.

4/2002 – 5/2002: Consultant (Contract), PLS RAMBØLL Management A/S, IT &

Innovation

- E-learning consultant on contract basis.

11/2000 – 12/2001: Consultant, Netnote I/S – freelancer

- Teaching HTML/wysiwyg-editors

4/2000 – 12/2000: Webdeveloper, Advice A/S

- Teaching HTML/wysiwyg-editors
- Teaching usage of chat-rooms
- Developing of web sites, interaction design and user interface design

7/1997 - 3/2000: Webmaster, Danish Ministry of Education (part-time)

- Teaching HTML/wysiwyg-editors
- Webmaster of sites under Danish Ministry of Education

Education:

Msc. IT. (specialized in design, communication and media)

IT-University of Copenhagen.

2/2000 – 2/2002.

B.A. in public administration

Roskilde University Centre

8/1996 – 6/1999

Studying abroad: "IT, Innovation and Entrepreneurship"

Monterey Institute of International Studies, Monterey, California, USA

7/2001 – 8/2001

Other activities:

10/2009: DMA09 in San Diego

10/2008: DMA08 in Las Vegas

9/2005 - 2/2006 : TDC Project Management Programme. (4 x 3 days)

1/2005 - 4/2006: Member of FDIH network group "Media and content"

10/2004: Negotiation technique, DIEU (2 days)

2/2002-8/2004: Chairman and board member, The Alumni Association, IT-University of Copenhagen.

Languages:

	Spoken	Reading	Written
Danish	Mother tongue	Mother tongue	Mother tongue

English	Fluent	Fluent	Fluent
Swedish/ Norwegian	Medium*	High*	Medium*

* Self taught through work