



## CV

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Switchmode Consulting is run out of Copenhagen by Helene Venge. My background is 16 years of international and local management experience at multinational companies such as Levi Strauss & Co, Lego Group, Sony Entertainment, and Telenor.

My corporate experience range from high-level strategic development and daily operations; people management and organization; integration of online and offline business; digital business and co-creation; cross-cultural and global management of projects; to all aspects of brand strategy and marketing.

## EXAMPLES OF CORPORATE AND CONSULTANCY WORK

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### **Triumph (Consultant)**

Marketing audit; Marketing process; Briefing process and tools; Agency review, process, and tools; Team capabilities and job profiling; Marketing strategy and plan incl. KPI framework; Brand personality project.

### **Telenor (Marketing director)**

Marketing audit; Marketing roadmap; Marketing process; KPI framework; Brand positioning and re-branding; Department capabilities, job profiling, and restructure; Agency review and restructure.

### **Levi's (European head of digital)**

European digital brand strategy and operations; KPI framework; online channel development; agency briefing improvements; agency review and restructure.

### **Lego (Global business unit director)**

Business unit audit (marketing and operations); Value proposition; Business and marketing strategy; Touchpoint analysis; Product portfolio; P/L, budget and KPI framework; Operational set-up (systems, business and go-to-market processes); Department restructure.

### **Pia Christensen Furs (Consultant)**

Marketing audit; Customer profiling ; Commercial/marketing strategy and roadmap incl. brand positioning; Portfolio and pricing optimization; Market communications approach; Structure and resource allocation.

### **Other:**

LAND Designlab, Sony Entertainment, Expeerience, Jazz Denmark.

## CONTACT

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### **Helene Venge**

Owner

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## CAREER

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### 2011

#### **Switchmode Consulting, Owner**

Management consultant specialized in Marketing transformation, excellence, and performance. Operate on corporate and divisional, brand and business unit level.

### 2010

#### **Sabbatical year**

Board/advisory board memberships, guest lecturer at University of Copenhagen, further studies, pro-bono projects, travel.

### 2008-2009

#### **Telenor Denmark, Marketing director**

Responsible for all marketing strategy, execution, department, agencies, and budget/ROI for Telenor Denmark (prev. Sonofon and Cybercity). Outputs included brand re-positioning, new marketing strategy, agency review and structure, department review and structure, roles & responsibilities, marcoms audit, and communications planning process.

### 2006-2008

#### **Lego Group, Global business unit director**

GM and P/L responsible for the company's customization and co-creation business unit, Lego Factory, and other key initiatives across US, Europe, and Japan. Outputs included global value proposition, strategy, touchpoint analysis, product portfolio, team structure, and a number of business processes. Started out as Head of Marketing & Sales and was promoted to Director. Lego Factory was one of the first large-scale consumer customization and co-creation services in the world.

### 2002-2006

#### **Levi's Europe, European head of Digital (Brussels, Belgium)**

Headed up the brand's digital marketing and business development. Output included new digital brand strategy, KPI framework, new websites, online channel development; agency review and restructure, and various cross-media and digital innovation projects across Europe.

### 1994-2002

- **Levi's Europe**, Global product manager (Brussels, Belgium)
- **Levi's Denmark**, Marketing manager
- **Sony Music Entertainment Denmark**, Product & promotion manager



## EDUCATION

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- MA in Communication from University of Copenhagen, 1994.
- Additional courses in Direct marketing, Corporate Identity, and Marketing Management at Copenhagen Business School.
- Various management & leadership training incl. 7 Habits, Situational Leadership, Coaching and Feedback, Mediation, Leadership Communication, Brand Equity, Social Psychology, and Marketing As Strategy at London.
- School of Economics.
- Currently taking an executive course as certified board member.

## TRIVIA

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- Danish, live in Copenhagen, born in 1967.
- Co-wrote a book about music recording and publishing contracts in 1995.
- Spent a year in Delaware, USA, as a teenager and lived and worked six years in Brussels, Belgium.
- Enjoy fitness, yoga, detective/crime novels, good movies, good wine, good food, and active travel.