

CV – Tina Jensen



"Nothing that Tina ever does is "easy" – organizing a large event, or gaining consensus on a global process is tough work – but she always approaches everything and everybody with an infectious smile and enthusiasm that makes working with her a joy." ¹

Consultant Profile

My passion and strengths are within Marketing, Project Management, Processes, and Technology. The theme of my professional career has been to build, develop and execute Marketing & Sales activities within companies with high demands of structure, speed, quality and creativity. During my 20-year career, I have experience from both the B2B and B2C world and have worked with well-known brands like Securitas, Qlik, Hemmakväll, Aller Media, Orange and Apptus. Both on a global as a local basis, hence I have no problem communicating both in English and Swedish e.g. during presentations, workshops, meetings and documentation.

I call myself a Marketing Technologist. Why? Because I am used to act as the link between the Business, usually Marketing and IT. And it is a world I feel very comfortable in. I have extensive experience working with Marketing in a Technical/IT environment - both as the Business main industry e.g. BI/Software/E-commerce or as a "customer" to internal as well as external IT-suppliers. Thus, I understand how to translate the needs of the business so that IT understands and can deliver on those needs. And I can communicate technical challenges in a way so that the Business understands and get their wishes fulfilled. Simply put, I can draw commercial conclusions while at the same time have deep technical skills - both at strategic and operational level.

I am a doer and highly results-driven with a proven track record with Marketing & Sales programs and projects e.g. *"She succeeded to the extent that some of our campaigns generated results that were unheard of, between 40-50% hit rate based on generated leads in the target group. She then helped bring her expertise to our partners and our marketing organizations throughout the world, as well as leading key projects like CRM implementation."* ² I am an analytical and business process-oriented person who always wants to find the best solution for the company and the employees.

As a person I quickly settle into new projects and businesses and I am accustomed to work in an environment where priorities change fast without losing focus, time or quality. This is where I thrive, and it is the best fit for my personality. I am used to working in close cooperation with different teams/functions (e.g. IT, Sales, Finance, Marketing, R&D, Customer Service) as well as with various nationalities. Therefore, I am excellent at building relationships with different types of people; both internally and externally. However, I am also very independent and like to take initiative and responsibility. I am comfortable of taking the lead and get people as well as resources moving in the selected direction and to get consensus for the selected strategies. I am a doer with a smile!

¹ Anthony Deighton, Senior Vice President Marketing, QlikTech International AB.

² Måns Hultman, Former CEO and Chairman of the Board, QlikTech International AB.

Relevant Professional Experience

For more details and recommendations please view my Linked-in profile:

<http://se.linkedin.com/in/jensentina> or visit my webpage www.tinajensen.se

Marketing Technologist (Jan 2018-)

Company: Tina Jensen AB, Employment: Full time, Employees: 1, Industry: Consultancy, Working language: Swedish and English.

I work as a consultant/project manager within mainly two focus areas;

- Marketing & Sales Operations (CRM, Marketing Automation, Lead Management, Data Management, Business Processes & Analytics, Digital Transformation).
- Marketing Communications (Marketing Strategy, Direct Marketing, Event Management, Marketing Analysis, Digital Marketing incl E-mail Marketing).

Project Manager - Marketing Systems (Aug 2016 – Dec 2017)

Company: Aller Media AB, Employment: Full time, Employees: 500, Industry: Publishing, Working language: Swedish and English.

In my position, in the "Sales & Customer Engagement" team at Aller Media, I focus on various task involving: Strategy, Planning, Project Management, Implementation, Processes, Data Management, and Analysis regarding Marketing Operations. I act as the link between IT and Marketing responsible for systems/platforms regarding Campaigns, E-mail Marketing and Marketing Automation, CRM, and Analysis, plus various plug-ins for e.g. SMS and Data Management. With my unique capability to talk tech with IT and business with Marketing I can support my team colleagues in the best way possible to use technology to implement their Marketing dreams e.g. setting up an efficient Marketing Automation process targeting our customers and prospects in various creative ways regardless of choice of channel.

Marketing Manager - Smart Home & Health Care (Nov 2015 – June 2016)

Company: Securitas AB, Employment: Full time, Employees: 320 000, Industry: Security, Working language: English.

Head of all Marketing activities in this new team focusing on new technology and business opportunities for Securitas Group within Smart Home and Health Care solutions. This includes supporting the regional Marketing teams in different European pilots with Marketing Strategy on how to go to market. E.g. Marketing Communications, Marketing Automation, Lead Generation, CSM/Platforms, Online Marketing, Branding etc. As well as support the Sales team with possible co-branding solutions with different business partners. Including in my tasks are project management of suppliers and co-workers e.g. their deliverables for our different pilots concerning Marketing.

CRM Manager (July 2014 – Jan 2015)

Company: Hemmakväll AB, Employment: Full time, Employees: 600, Industry: Retail/FMCG, Working language: Swedish.

Responsible for the implementation and launch of Hemmakväll's new customer loyalty program "Soffgruppen", set-up and execution of all digital/social communications (e.g. weekly e-mail & SMS send outs, management of the company Facebook page and support/guidance to the local stores, set-up and management of an official Instagram account and support/guidance to the local stores, management of the Hemmakväll mobile app and MyNewsdesk etc). As well as the management of all customer data and analysis in the CRM system Neolane (Adobe Campaign) and QlikView.

Marketing Communications Manager (Aug 2010 – June 2014)

Company: Apptus Technologies AB, Employment: Full time, Employees: 50, Industry: E-commerce, Working language: English.

Responsible for all Marketing Communications activities; from the company website (including Google Analytics and SEO/SEM), social media (including Facebook, Linked-in, Twitter), Event management, PR, TM, Brand management, and production of Marketing/ Sales material. As well as the CRM system and process combined with analysis. Budget management, negotiation/contracts with suppliers.

Senior Project Manager (Jan 2010 – Aug 2010)

Company: Dreambag Production AB, Employment: Full time, Employees: 10, Industry: Event Management, Working language: Swedish and English.

Project management of various events for among others QlikTech and IKEA; a road show in different Swedish cities, partner event in Miami, a road show in Eastern Europe. Budget management, negotiation/contracts with suppliers as well as responsibility for project staff.

Global Marketing Operations Director (June 2008 – Jan 2010)

Company: Qlik (former QlikTech International AB), Employment: Full time, Employees: 1700, Industry: Business Intelligence, Working language: English.

Responsible for setting up a global Marketing Operations function. This included everything from setting up an IT infrastructure (e.g. Web to Lead, CRM, TM, E-mail marketing, Marketing automation, DM, Event management, and Analytics) to processes and strategies for all Marketing activities. As well as to support and guide my Marketing colleagues in various countries daily in how to use that infrastructure, how to execute Marketing processes/activities, and how to evaluate and measure those activities. Budget management, negotiation/contracts with suppliers as well as responsibility for 2 team members.

Global Marketing Manager (Jan 2006 – June 2008)

Company: Qlik (former QlikTech International AB), Employment: Full time, Employees: 1700, Industry: Business Intelligence, Working language: English.

Global project manager for various Marketing projects e.g. CRM implementations, partner and customer event in the Nordic/Netherlands/USA, establishment of work processes for events, production of material, TM processes, DM campaigns etc. Budget management, negotiation/contracts with suppliers as well as responsibility for project staff.

Marketing Communications Manager (Jan 2004 – Jan 2006)

Company: Qlik (former QlikTech Nordic AB), Employment: Full time, Employees: 1700, Industry: Business Intelligence, Working language: Swedish.

Responsible for various Marketing Communications activities; from project management, event management, production of the company website, DM campaigns (see Awards) and Lead Generation, PR, Marketing/Sales materials, CRM, TM and the Brand. Budget management, negotiation/contracts with suppliers as well as responsibility for project staff.

Marketing Coordinator (Jan 2003 – June 2003, time limited assignment as a consultant)

Company: Advenica (former Business Security AB), Employment: Full time, Employees: 50, Industry: IT Security, Working language: Swedish and English.

Responsible for the graphic development and production of Marketing & Sales material, the company website and intranet, coordination and planning of international and national fairs as well as project management for the R&D department.

Head of Competitive Analysis (Jan 2001 – Jan 2003, liquidated the business in Sweden)

Company: Orange Sverige AB, Employment: Full time, Employees: 350, Industry: Telecom, Working language: English.

Responsible for the establishment of a 'Market Intelligence' function and a digital platform to execute regular reporting of the Swedish market and the competition (updates on the intranet, newsletters, presentations, workshops, reports and analysis).

Education

Master of Social Science (Major: Business Administration, 1997-2000), School of Economics and Management, Lund University.

Examples of Further Training

- **Praktisk Förändringsledning** (2020).
- **Ledarskap i IT-projekt** (2020).
- **Certified Marketing Automation Specialist** (2020).
- **Projektledning med Agila Metoder** (2019).
- **Digital Marketing**, (2018).
- **Digital Business Transformation**, (2018).
- **Kravspecifikation och SLA** (2017).
- **Att vara ledare i Tillväxtföretag II** (2007).
- **Strategic Marketing Management** (2006).
- **Att vara ledare i Tillväxtföretag I** (2005).

Examples of System Knowledge

- **CRM**: Microsoft Dynamics, Salesforce.com, Lundalogik, SalesLogix.
- **Marketing Automation/E-mail Marketing/SMS**: Apsis, Mailchimp, ExactTarget, Click Dimensions, Marketo, Adobe Campaign, LinkMobility.
- **E-commerce**: Apptus eSales.
- **AdSales**: ADvendio.
- **Microsoft Office**: Word, Excel, PowerPoint, Outlook.
- **Project/Admin/Survey**: Jira, Projektplatsen.se, Microsoft SharePoint, SurveyMonkey, Dropbox, WebEx, GotoMeeting, Skype, Google Hangout. Slack, Zoom, Teams.
- **CMS/Web/Blog/Social**: WordPress, Blogger, Google AdWords/Analytics, Facebook, Instagram, Twitter, Linked-In, YouTube, ProspectEye.

Honors & Awards

Guldlådan 2005 (B2B Effekt), **Guldlådan 2006** (B2B Effekt), **Guldnyckel 2006** (B2B category), **Teamwork for Results** (QlikTech Value Award, 2007).

Languages

Swedish (native), **English** (fluent), **German/Danish/Norwegian** (very good understanding).

Personal

Nationality: Swedish.

Born: 28/12/1972.

Civil status: Married with no kids.

References

References will be made available upon request.