

CV – Tina Jensen



*"Tina is incredibly good as a project manager for IT projects! For the first time, we've had a project delivered on time, within budget, and with full functionality. Competent in system development, a skilled and inspiring leader within the project team, clear in her role as a contractual representative, and pedagogical towards us in the steering group as well as our many users — she has successfully guided us through our new CRM project during 12 intense months."*¹

Tina is an experienced and committed project manager with 25 years of expertise in project management, change management, and digital transformation. She has worked across both B2B and B2C sectors with well-known brands such as Securitas, BoKlok, Qlik, BTJ, Aller Media, and Skanska. Her specific focus has been on system implementations within CRM, ERP, PIM, Marketing Automation, BI, and CMS — where close collaboration between business operations and IT is essential.

She is proficient in both waterfall and agile project methodologies, with a strong emphasis on stakeholder relationships, communication, and driving successful digital transformations and change initiatives. Tina is results-oriented, with a proven track record of delivering high-quality, business-critical projects on time and within budget.

Another key area of her career is enabling digital transformation and change leadership within organizations — for example, accelerating the digitalization of marketing and sales activities. And with a background in Marketing and Sales she has a comprehensive understanding of the needs, wants and wishes of these functions and teams in order to execute their business activities. Maybe you have made a costly investment in a system that's not being fully utilized — like a CRM? Tina can coach and lead the change process to ensure you maximize the return on your investment.

Focus areas: Project Management - System Implementations - Change Management - Digital Transformation - Business Processes - Marketing & Sales Operations.

Relevant Professional Experience

Below are some selected job positions that are relevant for this specific job opening. For more details and recommendations please view my Linked-in profile: <http://se.linkedin.com/in/jensentina> or visit my webpage www.tinajensen.se

Senior Project Manager, Frontit AB, Feb 2023 – Aug 2025. Selection of Assignments:

Lead Project Manager – ERP Implementation, Nordion Energi, Feb – July 2025.

Served as Lead Project Manager for the ERP system transition from Navision (NAV) to Microsoft Dynamics 365 Business Central Online (BC). This is a high-burner project — meaning an extremely tight timeline requiring high pace, focus, proactivity, clear communication, and strong project leadership.

Project Manager – Digitalization Feasibility Study, BTJ, Aug – Dec 2024.

Led a strategic pre-study aimed at defining BTJ's digitalization roadmap for 2025–2026. The work involved identifying key improvement areas requiring digitalization, prioritizing relevant platforms and vendors, and creating a foundational requirements specification to guide future initiatives. Focus areas included: ERP 2.0, E-commerce, Web/Digital presence, CRM, Customer Service, IT Infrastructure, and more.

¹ Johan Sahlberg, Verksamhetsutvecklingschef – Hus, Skanska.

Project Manager – “Suspect to Lead” Initiative, Trioworld, Aug – Dec 2024.

Managed the “Suspect to Lead” project with a focus on digitalizing of the Marketing and Sales process, particularly the integration between CRM and Marketing Automation. Responsibilities included defining how Marketing should operate within the MA platform, setting the structure and roadmap for future processes, managing the handover between Marketing and Sales, and establishing relevant KPIs.

Implementation Program Manager, BTJ, May 2023 – June 2024.

Full-time assignment as Program Manager, overseeing the delivery of several strategic implementation projects. Key outcomes included:

- Master Data Strategy: Developed a scalable master data strategy to support BTJ’s long-term digital growth.
- Modern Integration Platform: Implemented Microsoft Azure as the integration backbone, enabling central data flows to be shared across multiple platforms.
- PIM Platform (Norce): Rolled out a SaaS-based Product Information Management (PIM) solution as the central hub for BTJ’s complex product data structure. This enables future business development, supports growth, and forms the foundation for a modern e-commerce platform.
- ERP Platform (Microsoft Business Central): Delivered a modern, user-friendly SaaS-based ERP system to streamline operations in purchasing, customer service, and finance. Full integration established with Swedbank, Payex, Exflow, and Golden EDI.
- Financial Reporting (Power BI): Introduced a foundational Power BI package for financial reporting — scalable to support advanced analytics and reporting across all business data types.

Senior Project Manager, Tina Jensen AB, Jan 2018- Jan 2023, Sep 2025 - . Selection of Assignments:*CRM Implementation Project Manager, BoKlok Norway, Jan 2022 – Jan 2023.*

In 2022, I led both the pre-study and the implementation of a CRM project at BoKlok Norway. My primary focus was on extending the existing Microsoft Dynamics 365 CRM solution -already in use by BoKlok Sweden - to include the Norwegian business unit. The assignment also included preparing a smaller pre-study for BoKlok Finland, focusing primarily on integration with their financial system and evaluating how to align and integrate additional business units into the existing Dynamics 365 environment, with a focus on access rights, data sharing, and security roles.

Digitalization Project Manager, BoKlok Housing AB, Sep 2020 – Dec 2021.

I served as Project Manager for BoKlok’s transformation initiative aimed at establishing data-driven sales and marketing activities. One key initiative was the launch of a new website across all four markets, based on an updated visual identity and optimized to better support sales. I led the full project lifecycle - from planning through delivery - working closely with an internal cross-functional team representing different markets and roles, BoKlok’s digital partner, Skanska’s IT department, and external vendors. The project was delivered using agile methodology, with a Minimum Viable Product (MVP) launched on time and within budget.

CRM Implementation Project Manager, BoKlok & Skanska Nya Hem, Sep 2020 – Dec 2021.

I led a major transformation initiative to implement a new CRM platform (Microsoft Dynamics 365) across BoKlok and Skanska Nya Hem, replacing a legacy CRM system that had been in use for over 20 years. This project was part of a broader digitalization strategy to enable more data-driven marketing and sales operations. Key responsibilities and results:

- Full end-to-end project management of the CRM implementation, including scope, budget, team leadership, and stakeholder alignment.

- Led a cross-functional project team of approximately 70 people, including representatives from Sales, Marketing, and Customer Service across Sweden, Skanska's internal IT department, and an external implementation partner (teams based in Sweden, the Czech Republic, and India).
- Facilitated needs assessments and requirements gathering through workshops, managed data migration, and coordinated sprint-based development using a hybrid agile/waterfall approach.
- Acted as the go-to person for the organization regarding CRM best practices and agile methodology. Delivered internal training to support a sustainable handover to business operations and ongoing system management.
- Maintained close communication with around 250 end-users throughout the project lifecycle, including documentation of processes and delivering comprehensive user training in Microsoft Dynamics 365.

Sales & Marketing Operations Specialist, Confrimit, Sep 2020 – Jan 2021.

I worked as a specialist in a strategic business initiative at Confrimit. In my role as Project Success Manager, I led the external consultants and guided them through an evaluation of the existing CRM and Marketing Automation systems (Salesforce.com and Marketo). I also supported the implementation of a new Sales and Marketing process within those platforms. The primary focus was on the upcoming sales process and building organizational understanding and alignment around it.

Sales & Marketing Operations Specialist, inRiver, Oct 2019 – Feb 2020.

For five months, I acted as an external project manager in inRiver's internal "Project Excellence" initiative, focusing on improving Sales and Marketing operations. Key responsibilities included:

- Collaborating with internal teams to refine and adapt the Sales and Marketing processes — including defining the handover between Marketing and Sales, establishing lead scoring and grading models, and qualifying sales opportunities.
- Leading system-related changes in Salesforce (SFDC) to support process improvements — including coordination of internal and external resources, translating business process updates into technical solutions, go-live planning, user training, and documentation.

Sales & Marketing Operations Specialist, MotorK, May 2019 – Feb 2020.

My main focus was the implementation of a new Sales and Marketing process to support the company's transition into the digital era. I collaborated closely with the Management Team, IT, Sales, and Marketing to align efforts and drive a unified direction. The selected platform was Salesforce.com.

Example tasks included:

- Gathering requirements from a Sales and Marketing perspective.
- Conducting system testing together with IT and end users.
- Mapping and analyzing data ahead of marketing activities.
- Defining forecasting models and KPIs based on the new processes.
- Planning and executing the go-live together with Management and IT — including user training and documentation.

Project Manager - Marketing Systems, Aller Media AB, Aug 2016 – Dec 2017.

In my position, in the "Sales & Customer Engagement" team at Aller Media, I focused on various tasks involving: Strategy, Planning, Project Management, Implementation, Processes, Data Management, and Analysis regarding Marketing Operations.

Marketing Manager - Smart Home & Health Care, Securitas AB, Nov 2015 – June 2016.

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 (e.g. Netherlands and Belgium)

with Marketing Strategy on how to go to market. E.g. Marketing Communications, Marketing Automation, Lead Generation, CSM/Platforms, Online Marketing, Branding etc.

CRM Manager, Hemmakväll AB, July 2014 – Jan 2015.

I was responsible for the full Marketing Automation process at Hemmakväll including data management, targeting and analysis of customers (B2C - Retail) in Neolane (Adobe Campaign). As well as the creation and send outs of all digital communication like weekly e-mails and sms. Another responsibility was the creation and launch of a new Customer Loyalty program. This included technical aspects from the checkout system in the Hemmakväll's stores and the Hemmakväll website to the Marketing of the loyalty program online, in social media and in the stores together with the commercial offers and terms for the members.

Marketing Communications Manager, Apptus Technologies AB, Aug 2010 – July 2014.

I was headhunted to this position to set up a Marketing function at Apptus. One of my responsibilities was to set up the work process (everything from administration of the interface to documentation and training) for the Marketing & Sales employees in the CRM tool (Salesforce.com) and the possibility to analyze company data from leads to customer revenues by linking the CRM and ERP systems with BI (Qlik).

Global Marketing Operations Director, Qlik, June 2008 – Jan 2010.

In this role I worked on a global basis with setting up Marketing Operations at Qlik. This included everything from setting up a technical/IT infrastructure (e.g. tools for web to lead, CRM, TM, e-mail marketing, marketing automation, DM, event management, costs/results analytics) that was used and accepted by all Marketing regions as well as processes and strategies for all Qlik's Marketing activities. Selected platforms were e.g. Salesforce.com.

Education

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

Examples of Further Training

- **Leading SAE® 6.0 – Agil transformation** (2024).
- **Microsoft Power BI Data Analyst** (2022).
- **Marketing Cloud - Salesforce** (2022).
- **Certified Scrum Master** (2021).
- **Praktisk Förändringsledning** (2020).
- **Ledarskap i IT-projekt** (2020).
- **Customer Experience and Customer Journey Mapping** (2020).
- **Certified Marketing Automation Specialist** (2020).
- **Projektleddning med Agila Metoder** (2019).
- **Digital Business Transformation**, (2018).
- **Kravspecifikation och SLA** (2017).

Languages

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

References

Specific references will be made available upon request. In general: <https://tinajensen.se/referenser/>