

# Curriculum Vitae

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## Summary

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My expertise is branding, market communications, project management and entrepreneurship. I have worked with global technology and engineering companies throughout my career, in Denmark and abroad. My competence is to form strong branding and market communications strategies in business-to-business markets and make them for real with appreciated hands-on tools and unique activities. Understanding global markets and complex business is one of my greatest assets and I highly appreciate working on a broad scale with management, business development, sales and marketing professionals. For the past six years I have worked and obtained much knowledge and a wide business network within water, with Rethink Water as my main achievement.

## Career

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2014 – Working freelance

2011 – 2014 Marketing Director – Rethink Water, Danish Water Forum (contract position)

- **Responsibility** To develop global branding platform to position the water expertise over 60 Danish-based companies and organisations. Budget of 12 million DKK over a period of two years and three months
- **Reporting** to a steering committee of nine, direct reporting to Jørn Rasmussen, Director, DHI. One full time employee hired for the project reporting directly to me
- **Structure** United a fragmented and complex water sector into six overall themes and messages based on Danish strongholds and Danish and international cases
- **Content marketing** Introduced new white papers series giving potential customers, researchers, politicians and others valuable insight and guidance on important water related topics as well as "handheld" films presenting experts and themes in short, a new web portal [rethinkwater.dk](http://rethinkwater.dk) and an innovative presentation and exhibition tool, 'House of Water' tying all themes together, was introduced.
- **Outcome** Since the launch of the first tools in march 2013 more than 46,000 printed white papers have been distributed by Danish embassies, Danish officials and by the involved companies and organisations. In addition digital editions have been downloaded over 10,000 times, films have been viewed more than 2,000 times and the web portal has now reached a level of over 1,000 visitors a month.
- **Evaluation** shows that 88 percent of the participating organisations consider the Rethink Water platform to be an important boost of the international branding and marketing of Danish cleantech solutions. In this group of respondents, three out of four gives the initiative a score of 4 or 5 on a scale of max. 5

2011 – 2011 Consultant, funded by a group of 45 companies including DHI, Grontmij, Rambøll and Grundfos

- **Project proposal** and business case developed for global branding initiative on water
- **Project funding** of 6 mio. DKK from mainly private companies in collaboration with DHI and Grontmij
- **Application** for The Branding Denmark Fund which decided to support the project with up to 6 mio. DKK

# Curriculum Vitae

2010 – 2010 Consultant marketing/communications, Krüger A/S (contract position)

- **Assignment** As the communications department was merged with HR, my role as consultant was to propose how the company could strengthen its marketing efforts as well as to support with specific tasks

2002 – 2009 Senior Communications Advisor, PR & Brand Communications, Alfa Laval Corporate AB (Sweden)

- **Responsibility** To develop and manage global brand and brand related projects. Communications consulting and project management for project like for instance launch of new high profile products, top management conferences, corporate exhibitions, CSR initiatives etc.
- **Reporting** to Peter Torstensson, Senior Vice President, Head of Communications
- **Branding events** Established a global biannual event highlighting new products and the company's innovative strength. A comment from Russia captures its success: "We use the event tools locally because we really want to. To be honest, some campaigns we only do because headquarters tells us"
- **Brand identity** Managed the continued development and implementation of a new visual brand identity setting new standards for communications, products, packaging, recruitment etc. The new identity's success was for instance demonstrated by the many product development teams turning to us for support, which in one project for instance gave major savings in production costs, impressing the team a lot.
- **Branding tools** Invented sales kit of die-casted product scale models which has become one of the most successful sales tools ever for the company. When I left the company over 10,000 miniatures was sold and they for instance proved their value at a contract closure in Thailand. The sales manager, in his own words, gained ground in the always tough price negotiations, avoiding further discounts, a four digit figure in Euro.

2001 – 2002 Sales Promotion Manager, Department Manager, Alfa Laval Corporate AB (Sweden)

- **Responsible** To develop and manage global sales promotion projects of importance to the organisation
- **Reporting** to Peter Torstensson, Vice President, Head of Communications, Member of the communications management team and responsible for a team of four
- **Brand identity** Main focus was the initial development and implementing of the company's new global branding identity in collaboration with relevant departments, including the procurement department which ensured the main part of the implementation was carried out at no extra costs to the company.

1995 – 2001 Marketing Manager, Alfa Laval A/S (Denmark)

- **Responsibility** To develop and manage the company's marketing strategy which included strengthening the image of Alfa Laval in Denmark in collaboration with other local companies in the Alfa Laval group
- **Reporting** Member of the management team, reporting to John V. Petersen, Managing Director. One employee reporting to me
- **Direct marketing** Increased the response level of the company's direct marketing campaigns 3-5 times based on a new concept
- **Exhibitions** Increased return on exhibitions based on a new concept which really boosted sales motivation
- **Public Relations** Introduced new PR activities and a new concept for the company's customer magazine which resulted in increased response level for the customer magazine and an average of 2-3 larger articles a month in important trade and business magazines
- **CRM** Tailored and implemented new CRM system that became a very appreciated tool by the company's sales people, making it a strong sales management tool and management information system. It also helped the company to keep valuable information when sales people moved on to new positions

1994 - 1995 Marketing Coordinator, Alfa Laval A/S (Denmark)

1993 - 1994 Team Assistant, Aarsø Nielsen & Partners A/S (today A.T. Kearney A/S)

1992 - 1993 Temp (during English studies), Manpower, Temp-Team

1989 - 1992 Contact Assistant, CaspersenGruppen (Advertising, Exhibitions)

1988 - 1989 Media Assistant, Lyre & Valbo Reklamebureau A/S (Advertising agency)

1987 - 1988 All-round Assistant, Headline ApS (Advertising agency)

# Curriculum Vitae

## Education

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- 2010 Sales Psychology, Copenhagen School of Design and Technology
- 2010 Certified project manager, Danish Technological Institute
- 1994 Graduate Diploma in Business Administration (HD) - Marketing Management, Copenhagen Business School
- 1992 Cambridge Certificate of Advanced English, University of Cambridge Local Ex. Syndicate, Malmö
- 1989 Accounting/Business Economics, Købmandsskolen, Copenhagen (preparatory to HD)
- 1986 Danish Upper Secondary School, Espergærde Gymnasium

## Positions of trust

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- 2010 - 2011 Facilitator networking group on green technology and responsible for the network conference "Will the Danish cleantech industry give Medicon Valley rear?" - a collaboration between WOW Executive Business Network and IDA, The Danish Society of Engineers
- 2008 - 2010 Board member of my children's daycare, the independent foundation "Elverhøj"
- 1999 - 2002 Board member of the B2B Forum in Danish Marketing Association. Responsible for the conferences "Loyalty and Customer Satisfaction in business-to-business" and "Brand Building on the B-to-B market"
- 1999 - 2001 Press office at the annual Danish Open matchrace sailing event by The Royal Danish Yacht Club with some of the highest ranked sailors in the world, including the Danish Olympic winner Jesper Bank
- 1995 - 1996 Instructor navigation, Hellerup Sailing Club

## Profile

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- Type indicator *ENTP* in the Jungian Type Index (Scandinavian development of the Myers-Briggs Type Indicator)
- Entrepreneurial spirit, drive, always seeking new challenges and new ways to create remarkable results
- Action oriented and with a strong commitment to agreed project goals and deadlines
- Enjoy networking in and outside a company and to work with dedicated people in management, R&D, product centres, manufacturing and sales and marketing and together deliver results

## IT skills

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- Solid experience with IT achieved through a variety of major web and IT related marketing projects
- Experienced user of DTP and web tools like Adobe InDesign, Photoshop and different content management systems
- Experienced user of Word, Excel, Powerpoint, MS Project, Lotus Notes, Internet

## Languages

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- Fluent in English, writing and speaking (Cambridge Certificate of Advanced English)
- Understands and communicates well in all Scandinavian languages
- Speak some French, but not in business (family in the French speaking part of Switzerland)

## Private

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Regular training spinning, yoga and pilates. When younger, I was a dedicated matchrace sailor and horse rider, but nowadays job, family, friends and our summerhouse take up my time are on top of my list. Married to Anders Ort Mortensen, Electronic Engineer B.Sc., Sharepoint Application Administrator at Coloplast. Mother of two: Magnus who is 11 years old and Elisa who is nearly 8 years old.

## References

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Recommendations available on request plus on LinkedIn: <http://dk.linkedin.com/in/piaklee>