

## CURRICULUM VITAE



### Personal data

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Date of birth: 2. September, 1977  
Civil status: Married

### Qualifications:

- More than 15 years of solid sales and marketing experience within the pharmaceutical industry (Business to Consumer and Business to Business) – hereof 7 years of experience within Mobile telephones industry
- Solid experience and understanding of working with various distribution channels on the Nordic market
- Preparation of strategy and implementation of new business areas / concepts
- Developing / defining and responsible for execution of new strategies for selected business areas and product concepts
- Responsible for product launches - from planning to execution
- Sound experience in developing, monitoring and managing selected accounts
- Responsible for sales and marketing activities for these for both national and international markets
- Responsible for launching selective products within retail and selected trade stores
- Experienced in initiating sales and marketing activities aimed at the B2B and B2C market
- Product trainings for selected sales people and end users
- Explore new market trends –seek out new ingredients for new target groups and channels
- Responsible for the implementation and promotion of online campaigns on Social and Digital media
- Author / Writer of digital media and blogs
- Develop and design marketing material and initiate direct mail campaigns for distributors
- Preparation of POS, sales presentations, competition and event material

## **Work Experience:**

### **2010 – 2012   Consultant in Sales, Marketing and Product Development**

- Responsible for marketing plans and managing related marketing activities
- Responsible for marketing and sales presentations for different product concepts
- Planning and organizing different events within Beauty and Healthy Lifestyle concepts
- Responsible for different PR tasks, communication, branding and campaign activities
- Responsible for the coordination of advertising and sales for a media house
- General office Administration Medical & health center.

### **2008-2010   Product Manager, Medical Clinical Nord**

- Preparation and implementation of strategy - and marketing plans in new market areas on selected products
- Cooperation with Key Opinion Leaders, doctors, dermatologists and clinics.
- Creating relationships and find opinion leaders to the use of advertising in various media and magazines.
- Participation and coordination of exhibitions, seminars and conferences
- Establish contacts to doctors, hospitals and hospital sector – plus practitioners
- Responsible for organization of seminars and info sessions respectively at the Aarhus University and The Panum Institute.
- Responsible for smaller trials within practitioners and clinics
- Established a trial and test studies together with a cardiologist at Amager Hospital
- Responsible for the registration and declaration of products via the Asthma and Allergy Association. Execution of activities including such member offers, PR magazine, and lectures.
- Managing contacts and cooperation with schools and educational institutions
- Establish long term cooperation with associations such as Atopic Eczema Association & Arthritis - and pain association.
- Responsible for online marketing and advertising through Social media including: Facebook, Microsoft, Aller, TV2.dk, Exchange & Amine.dk (Website for women)
- Designing and developing web banners for online advertising
- Responsible for test campaigns through websites
- Responsible for marketing and coordination of campaigns with key customers
- Designing and developing of product - and sales presentations and product brochures
- Preparation of competitor analysis schedules

- Shop visits in DK - including Matas and medical clinics.
- Presentations and training for employees in Matas - and Health Food shops
- Development forum and experience exchange groups
- Participation in TV and Radio Programs
- Participation and coordination of PR activities: Contact for journalists / press events and input for press releases
- Participation in sales - and marketing meetings
- Reports to General Manager

**2004 – 2008   Sales and Marketing coordinator/ Account Manager Institute Rosell**

- Responsible for selective accounts in the Nordic area (sales and marketing budget responsible)
- Develop business plans together with selected customers (1- 2 years horizon)
- Initiate and monitor in progress campaigns in provision of marketing tools (magazines, articles, news papers ads, bill boards etc), training, and presentations in collaboration with international marketing department
- Support existing customers and identify and develop new potential customers through product portfolios
- Responsible for complete and report sales forecasts
- Responsible for interaction with local opinion leaders
- Identify local market growth sales opportunities
- Maintain and further develop established customer relationships
- Train and educate internal and external people for better understand the marketing mix of selected products
- Reports to Sales Director

**1997 – 2004   Sales Coordinator SONOFON**

- Account Manager for Danish retail outlets- develop sales/ marketing and initiate activity plans, campaigns and special promotions
- Negotiate agent and partner contracts with “Retail Channels Head Quarters” and selected trade stores
- Project Manager between various departments – calculating incentive schemes for vendors, distributors and agents
- Responsible for arranging exhibitions for up to + 500 participants
- Responsible for product launches including + 50 participants
- Adapt new knowledge (technical, market, competition etc) and distribute this to local sales teams + 50 sales reps

- Responsible for selecting a telemarketing company to run campaigns aimed for small and medium sized segments
- Implement POS (Point-Of- Sales) promotion material to the Retail shops
- Approval of different kinds of promotion materials as adds, flyers, posters, radio - & TV spots to the retail channels
- Responsible for preparing and communicating newsletters to retail shops, vendors and special trade stores
- Responsible for maintaining homepages and websites for the sales department
- Reports to Sales Director

## **Education**

2012 -	HD 1. Business Economics, CBS (Managerial Economics)
2004 - 2007	Naturopath IBM (Biological Medicine)
2003 - 2005	Anatomy, physiology & pharmacology
1999 - 2000	Diploma in Management & Organization, Niels Brock
1997 - 1999	Trainee at SONOFON
1996 - 1997	HH, (Higher diploma in commerce) Svendborg Business School
1995 - 1996	HG, Svendborg Business School

## **Courses:**

Account Management  
 Bachelor of commerce in Management & Cooperation  
 ” Aktionorienteret Salg 1 & 2 ”  
 Presentation technique  
 Project Management 1 & 2  
 Communication & collaboration  
 Excel extended  
 Word extended  
 Power point extended  
 Navision  
 Social & Digital Media: Facebook  
 PR and Writing Course  
 WordPress

## **Language:**

Danish:	Native
English:	Fluent
German:	Understands
Scandinavian:	Very good understanding

**Personal interests:**

Besides spending time with family and friends - I enjoy reading books related to sales, strategy and marketing. I like spending time in the nature and keep the active lifestyle of running, long walks, and outdoor fitness in the form of Power Training.

At the same time, I like to blog about beauty and healthy lifestyle on my blog: [www.tennahansen.com](http://www.tennahansen.com) - where I can inspire other people with advices, guides and own experiences.