

CURRICULUM VITAE



PERSONAL DATA

Name: Tenna Hansen
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Web: <http://tennahansen.com/>
Date of birth: 2. September, 1977
Civil status: Married with two children

EXECUTIVE SUMMARY:

I have strong skills in **Product-and Brand Management**, and I have 18 years of experience in sales and marketing.

11 years specifically with ingredients for the dietary supplement, OTC & Pharma industry. Solid experience in implementation of various marketing activities, such as **brand building**/awareness, **campaign planning** and product launching into the healthcare and pharma industry

With my solid knowledge in **healthcare** - I know the importance to **approach** the **healthy lifestyles** to improve quality of life. My passion and interest for healthy lifestyle and **trends**, has led to my own blog: <http://tennahansen.com/> where I write guides and advices about healthy living in a busy life.

In short:

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| ➤ International knowledge and experience in product - and market launch | ➤ Product – and brand management for selected brands | ➤ Project Management |
| ➤ Campaign planning & POS | ➤ Online marketing & social media | ➤ Innovative and Strong drive |
| ➤ Identify market growth & trends for healthy lifestyles and solutions | ➤ KOL, Partnerships & PR | ➤ Strategic Management (Analyze, formulation & implementation) |

WORK EXPERIENCE:

2015 - Maternity leave to July 2015

2013 - 2014 Online Marketing Course

2012-2013 Knowledge Manager/Product Manager, Fagron Nordic (Arseus Group) November – June (9 months)	
Company information	<ul style="list-style-type: none">• Pharmaceutical Danish company with headquarter in Amsterdam – part of the Arseus Group• Distribution of API's, ingredients, antioxidants, cosmeceuticals, drugs and concepts to the pharmaceutical industry (Pharmacies and Hospitals)
Job Function	Product Manager and Business Development <ul style="list-style-type: none">• Knowledge sharing and marketing alignment• Market launch of new Derma brands and product portfolio A-Z• Develop and launching new formulations of API's to Pharmacies, dermatologists and hospitals• Training sales reps and health care professionals & Patient organizations.• Implementing business plans & academies.
Key Achievements	<ul style="list-style-type: none">• Develop go-to-market plan to Pharmacies and Doctors• Introduced and launched hormone replacement concept to the health care professionals and the hospitals.• Introduced and launched 12 new products for skin conditions to the health care professionals and the pharmacy chains in DK and SE.

2010-2012 Consultant –Sales and Marketing and Product Management for Health Food companies	
Knowledge Adviser	
Company information	<ul style="list-style-type: none">• Independent consulting• Launching own website with Nutraceutical news and trends www.tennahansen.com
Job Function	<ul style="list-style-type: none">• Responsible for marketing plans and managing related marketing activities for Dietary supplement and OTC• Responsible for different PR tasks, communication, branding and campaign activities• Campaign coordination of advertising in a Media house• Business Administration Medical & Health center.• Author / Writer for digital media and blogs in DK• PR events for B2C (200 participant)
Key Achievements	<ul style="list-style-type: none">• Launching PR articles in healthcare magazine, attending and sales on health care exhibitions.• Held PR events (200 participants)• Established own web: http://tennahansen.com/

2008-2010 Product Manager, Medica Clinical Nord	
Company information	<ul style="list-style-type: none"> • Distributor of food supplements and OTC
Job Function	Product Manager and Business Development <ul style="list-style-type: none"> • Formulation and implementation of strategy - and marketing plans in new market areas on selected products • Market launch of new brands and product portfolio A-Z • Develop and launching selected brands to Pharmacies, Health Food Shops, Matas and the health care professional • Training sales reps and health care professionals • Product Management & Campaign planning • Presentations and training for employees in Matas, Health Food stores and Patient organizations • Cooperation with Key Opinion Leaders/KOL • Responsible for organization of seminars and academies
Key Achievements	<ul style="list-style-type: none"> • Establish new target group and distribution channel to the health care professional • Implemented a new online marketing strategy. • Launched 8 -10 new products within Cardio care, Hormone therapy & Immunity. • Launched 8 product seminars to the health care professionals & Matas with up to 200 participant's pr. Time • Found Key Opinion Leaders to Brand

2004-2008 Lallemand Human Nutrition/ Institute Rosell	
<ul style="list-style-type: none"> • 2006-2008 Product Manager • 2004-2006 Export Coordinator 	
Company information	<ul style="list-style-type: none"> • Distribution of ingredients, herbal extract, sweeteners, starches, antioxidants, vitamins and minerals for the food and pharma industries. Pioneer in Probiotic solutions
Job Function	<ul style="list-style-type: none"> • Responsible for accounts in the Nordic area • Responsible for sales and marketing activities for both national and international markets for Dietary Supplements and OTC • Identify local market growth sales opportunities • Specialist in Gastro intestinal health and Probiotic concepts • Initiate and monitor in progress campaigns in provision of marketing tools - training, and presentations in collaboration with international marketing department • Support existing customers and identify and develop new potential customers through product portfolios in the Nordic area, UK, DE & SA
Key Achievements	<ul style="list-style-type: none"> • Develop business plans together with selected customers (1- 2 years horizon) • Identify and launched 4 new ingredients for launching on the Nordic market • Introduced 12 health care concepts in to the Nordic market and UK.

1997-2004 Sonofon/Telenor – Sales, Marketing & Distribution	
1997-1999 Trainee in Sales & Distribution 1999-2004 Project-Coordinator & Account Manager	
Company information	<ul style="list-style-type: none"> • Telecom/Mobile Communication Company
Job Function	<ul style="list-style-type: none"> • Account Manager for retail-outlets • Develop sales/marketing tools and initiate activity plans, campaigns and special promotions • Responsible for product launches • Implementing 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 • Reporting to Vice President of Sales and Marketing
Key Achievements	<ul style="list-style-type: none"> • Introduced and launched a new distribution channel - prepaid to all nordea ATMs in DK. • Introduced and launched around 15-20 mobile concepts to the sales team and distribution channels • Negotiate all agent and partner contracts with “Retail Channels Head Quarters” and selected trade stores

EDUCATION

2013 - 2014	Online marketing & digital media, Bigum & Co
2012 - 2013	HD 1 Business Economics (Managerial Economics) CBS
2004 - 2007	Naturopath IBM (Biological Medicine), Institut for biologisk medicin
2003 - 2005	Anatomy, physiology & pharmacology, Lægeskolen v. Ole Købke
1999 - 2000	Diploma in Management & Organization, Niels Brock
1997 - 1999	Trainee/Business Adm. at SONOFON/Telenor, Tietgenskolen
1996 - 1997	HH, (Higher diploma in commerce) Svendborg Business School
1995 - 1996	HG, Svendborg Business School

COURSES

Key Account Management
Bachelor of commerce in Management & Cooperation
”Aktionsorienteret Salg 1 & 2 ”
Presentation technique
Project Management level 1 & 2
Online marketing and Social media (SEO, SEM, Google AdWords, Google Analytics, WordPress)

IT SKILLS

Office Pack:	Super user in Word, Excel, and PowerPoint (Extended)
Navision:	User
CMS:	User

LANGUAGE:

English:	Fluent
German:	Understands
Scandinavian:	Very good understanding

Board member: The trade association for bio pathologist, naturopath and biomedical (2009-2011)