

CV:

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Executive Summary:

I am on a mission to help businesses transform themselves leveraging Customer Relationship Management strategies and cloud technologies to improve customer experience and business performance. Based on many successfully completed consulting assignments, I am also capable of stepping in to help resolve a wide range of other business challenges across most functions in a business - and/or work as a dedicated project/program manager.

I am a dedicated and all-round commercial and technology savvy management consultant profile with a strong toolbox of services, which I provide to my clients. I have worked within and across most business functions and channels within large organizations as well as helped small innovative start-ups launch their first products. My work as a management consultant has given me the opportunity to work across a wide range of countries such as USA, Thailand, Malaysia, UK, Norway, Serbia, Sweden, Pakistan, Singapore, Germany and the Netherlands - meeting and working with a great collection of fantastic clients and colleagues from many different cultures, nationalities and industries.

Knowledge: What I know well...

- Customer Relationship Management (CRM)
- B2B Pricing & Sales
- Salesforce (Sales, Service, & Marketing Clouds) and OCOD (Oracle CRM on Demand) Technology & Implementation
- Technology Selection & Sourcing Advisory
- Business & Digital Transformation
- Project & Program Management
- Process Excellence & Lean
- Business Development & Decision Analysis
- Governance & Operating Models

Skills: What I do well...

- Work outside in – never forget the customer perspective in what is done
- Get things done – strong focus on moving projects/programs forward and realizing targets and objectives
- Structured way of working – always striving to the right things in the right order with a high quality
- Understand opportunities – which could be well hidden in the complexity of markets, customers, daily operations or mindsets
- Collaborative approach – like to involve clients and colleagues to achieve great results together

Mindset: How I see things work well

- Facts speaks better than individual experiences
- Involvement drives change more efficient than strategies
- Most challenges are better solved from a pragmatic approach
- If you forget the customer perspective, you are out of business
- If it can't be measured, it will probably not happen

Job Experience:

2019 (Aug) –

Business Transformation ApS

Management Consultant & CEO

- See more information at www.businessstransformation.dk
- Assignment 2: September 2020 -
 - Client: SDC A/S (financial services)
 - Engaged as project manager for digital transformation program with focus on pension advisory platform used by more than 20 banks.
 - Examples of projects and initiatives:
 - Rebuilding pension product management organization from scratch
 - Strategic road map development within pension area in cooperation with executives and representatives from 6 banks
 - Development of new road map development process within SDC
 - Driving sale and contracting for 3-year development program within pension area
 - Mobilization of 3-year development program based on agile development principles and methods
 - Daily project management of 3-year development program
 - Acting as product manager within selected areas of 3-year development program, e.g. performance management within pension
 - Competence mapping within pension
- Assignment 1: September 2019 – September 2020
 - Client: Euromaster Danmark A/S (automotive services)
 - Engaged as Country Transformation Officer and full member of the Danish Management Team. I worked very closely with the CEO and Management Team to improve the business and daily operations.
 - Examples of projects and initiatives:
 - Participate in monthly reporting to Group HQ Executive Leadership team
 - New customer segmentation model for B2B
 - Pricing strategy development and implementation of new pricing and discount models
 - Value based selling training for regional and POS managers (30-40 participants)
 - Covid-19 crisis management and FTE planning and decision making
 - Definition and implementation of new B2B segmentation model
 - Transformation Program Management
 - Strategic decision analysis
 - New operating model
 - Benefit realization modelling and follow-up
 - Implementation of Net Promoter Score solution and close-the-loop processes
 - Oracle CRM on Demand (OCOD) implementation
 - ERP Implementation (DäckData)
 - Transformation program communication of best practices with “hero” videos
 - Development of gamification concept to engage all operational employees in the business transformation and more sales
 - Implementation and management of new Sales and Operations Planning process

2018 (Mar) – 2019 (Jul)

Wunderman Global Centre of Excellence for Personalized Customer Experiences & Marketing Automation

VP of Business Development

- Focus: New business development and partner relations
- Role:
 - Sales strategy development and new business planning
 - Leading and participating in sales activities, e.g. RFI/RFP processes
 - Commercial partner & alliance management (Salesforce & Adobe)
 - Account & pipeline management

- Engagement leadership and project delivery (digital marketing strategy projects for global FMCG brand)
- Internal business development
- Results:
 - Multiple new client logos (mainly clients using Salesforce Marketing Cloud)
 - Development of new strategy and discovery framework
 - Salesforce Top Partner Award – Denmark – 2018
 - Streamlined internal sales process
 - Implementation of Salesforce Sales Cloud at Wunderman in the Nordics
 - Helped define and implement new organization within Tech & Data department
 - Developed approach and tool for Strategic Account Management

2015 (Apr) - 2018 (Feb)

Accenture

Management Consultant & Account Director

- Focus: Account leadership & development
- Role:
 - Account strategy development and planning
 - Leading sales, business development & innovation activities
 - Account management
 - People management (+300 FTE delivery organization assigned to client)
 - Member of Accenture Denmark leadership team
- Results:
 - Sale of large Salesforce project to large telco customer
 - Delivery of large Salesforce implementation (1.100 users) on time and on budget with high client satisfaction (worked as engagement and change enablement lead)
 - Presentation of successful Salesforce project together with client CIO at large Salesforce Dreamforce conference in San Francisco (2016)
 - Continuous sales of Accenture services and consultants
 - Commercial and engagement lead for multiple projects
 - Continuous sales of Accenture services and consultants, mainly in relation to Salesforce, GDPR, Oracle ERP, etc.
 - Positive client feedback and “all green” delivery across all service lines

2014 (Sep) – 2015 (Mar)

Strategy Consulting ApS

Partner & Management Consultant

- Focus: Mobile financial services and mobile app development
- Role:
 - Hands-on project management for the final development and delivery of end-to-end mobile financial service solution (incl. hardware unit for contactless communication with POS system)
 - Help build start-up business from scratch
 - Project manager and advisor at SDC
- Results:
 - Developed and negotiated contractual agreements with e-bank and financial clearing house
 - The project started with a mobile app called MEEwallet on September 1st, and the solution was launched with friendly users in Randers. The app is still available for download, but now as the Netto Scan & Go app
 - Delivery of POS terminal hardware unit to enable secure/encrypted Bluetooth communication between mobile app, cash register and solution backend
 - Integration with bank and financial clearing house completed successfully
 - Development of operational business processes and procedures

2014 (Apr) – 2014 (Aug)

Telenor Denmark, Transformation Program

Senior Director, Commercial Transformation

- Direct reference to COO
- Focus: Lead development of new overall product portfolio concept for Telenor Denmark on new IT stack
- Role: Program Manager for Commercial Transformation Program within overall Optimus Prime Transformation Program

- Tasks: Overall lead for commercial development of New Offering Portfolios and Telenor DK lead on Omni-Channel Strategy development project with BCG.
- Key results:
 - Delivery of concept for completely new offering portfolios for Telenor DK utilizing functionalities in new IT platform being implemented
 - Delivery of new Omni-Channel Strategy in cooperation with external consultants (BCG)

2012 (Oct) – 2014 (Apr)

Telenor Group, Digital Services, Financial Services

Program Director

- Direct reference to global SVP of Financial Services
- Focus: Global roll-out of Mobile Financial Services, as well as establishment and implementation of new business units in Asia and Central Europe
- Role: Global Program Manager with +70 stakeholders and project resources in multiple countries (Thailand, Pakistan, Malaysia, Serbia, Hungary)
- Tasks: Operating Models, Business Models, Strategy Execution, Organization Development, Sourcing, Vendor Selection, Governance, Program Management, Leadership
- Key results:
 - Final selection of common mobile banking platform in Telenor Group
 - Development and execution of Group Frame Agreement for mobile banking platform
 - Funding approval for Telenor Global FS Operations (new business unit)
 - Establishment of effective IT deployment organization with clear roles and responsibilities
 - Establishment and leadership of FS Solution Board, which makes all key decisions regarding FS solutions in Telenor Group (global governance)
 - Strong relationships with Telenor Business Units
 - New mobile financial service launched at Dtac (Telenor in Thailand)

2012 (Jul) – 2012 (Sep)

Telenor Group, Digital Services, Telenor Mobile Media

Chief Operating Officer / Director of Operations (and founder)

- Part of management team
- Focus: Establishment and implementation of new business unit within Digital Services in Telenor Group based on new idea/concept/strategy developed
- Role/tasks: Strategy Development, Business Development, Business Unit Relations, Product Development, Partner Management and Finances
- Key results:
 - Development of new business idea and strategy
 - Approval of business idea and plan in 3 Nordic countries and Group HQ
 - Approval of group funding for Telenor Mobile Media
 - Establishment of Telenor Mobile Media

2012 (Feb) – 2012 (Jun)

Telenor Denmark, Business Division

Senior Innovation Manager

- Direct reference to Business CMO and part of B2B Management Team
- Focus: Strategy and Business Development
- Role/tasks: Leadership of strategy and innovation projects
- Key results: Development of new growth strategy for pure mobile services, unified communication and cloud services (approved by top management with positive feedback and implemented) and development of B2B 2015 strategy plan

2007 - 2012

Telenor Denmark

Head of Business Transformation

- Management of internal management consultant function (17 FTE)
- Focus: Strategy & Business Development, Innovation & Growth, Strategy Execution, Change & Organization
- Role/tasks: Lead/develop my employees and to take an active role in steering committees for our strategic initiatives. Furthermore, I personally lead a number of strategically important projects or programs every year
- Key results:

- High level of internal customer satisfaction for Business Transformation projects (≈100 projects delivered) with concrete and tangible business results
- Program management for post-merger integration of Cybercity and Sonofon into Telenor brand in Denmark

2007 – 2007

Coloplast

Senior Lean Manager, Wound & Skin Care Division

- Member of Wound & Skin Care divisional management team
- Focus: Product Development & Lean Improvements
- Key results:
 - Focused on Lean enablement and implementation within Wound & Skin Care division.
 - Completed a study on Lean product development and developed recommendations for the management team.

2005 - 2007

PA Consulting Group

Principal Management Consultant

- Industry experience: Shipping, pharmaceuticals, energy
- Focus: Global Program Management, Strategy Execution, Strategy Development, Lean Supply Chain Strategy, Global IT Deployment Initiatives, Lean Process Optimization
- Engaged in project selling
- Author of Lean Administration booklet

2000 - 2004

Deloitte Business Consulting

Senior Management Consultant, Strategy & Business Development

- Industry experience: Public, beverage, financial services, manufacturing, shipping, advertising
- Focus: Operational Strategy Development, Business Development, Project Management, Strategy Execution, IT Implementation, Data Migration, Process Optimization
- Engaged in project selling

Training:

2019

PRINCE2

Focus: Project Management
PeopleCert

2018

Salesforce Marketing Cloud

Focus: Certification in Salesforce Marketing Cloud. Training completed in order to better understand the technology supporting clients I work with.
Salesforce training

2017

Nordic Leadership Development Program

Focus: Innovation, leadership and digital. Including Point of View development regarding the Nordic TV and video industry. Program is only for a select group of leaders across the Nordics.
Accenture Leadership Training Academy

2016

Sales Excellence

Focus: How to sell professional services
Accenture Training

2010

M&As and Corporate Strategy

Focus: Valuation, portfolio choices, negotiation, post-merger integration, managing alliances, business development
Insead

- 2009 – 2010 **Telenor Global Accelerate Program**
Leadership training program for HiPo (High Potentials) / Key Talents with potential for an international career
Telenor Academies / BI-Norwegian School of Management
- 2008 – 2009 **Telenor Leadership & People**
Leadership development program
Green & Andersen
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Education:

- 2006 – 2008 **Graduate Diploma in Business Administration**
Supply Chain Management
Primary courses: Integrated Logistics, Process Management, Supply Chain Theory, Supply Chain Management Accounting
Copenhagen Business School
- 1997 - 2000 **Master of Science in Business Administration**
Strategy, Organization and Leadership
Primary courses: Strategic Management Development, Strategy and Innovation Management, Strategic Application of Information Systems, Human Resource Management, Industrial Economics, Organization Theory and Behavior
Aarhus School of Business
- 1998 **International Student Exchange Program in Singapore**
Faculty of Business Administration
Courses: Asia-Pacific Business, Global Strategic Management, Strategic Marketing, and Managing Change Processes
National University of Singapore
- 1994 - 1997 **Bachelor of Business Administration**
HA
Aarhus School of Business
- 1992 - 1994 **Higher Commercial Examination**
HH
Aalborg Handelsskole
- 1991 - 1992 **Senior Graduation**
Cheraw High School, Cheraw, USA
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Hobbies:

Family and friends
Underwater spear fishing
Swim training
Nature (Havmiljøvogter)
Books and movies
