

CURRICULUM VITAE

Thomas Kent Larsen

Energetic sales profile with a talent for IT & marketing.

Hørsholm, january 2020

Since 1984 I have worked in sales & marketing, first in advertising later in various sales and marketing functions, as Key Account Manager, Sales Manager and Consultant. Worked on projects in private and public companies in IT, Marketing, and Sales Management.

I am outgoing, creative, entrepreneur, dedicated and determined. I poses a high energy level, good communication skills - at all levels - I am persistent and resourceful, self-starter and enthusiastic, with a solid understand for business.

Development and optimization has always been my interest and I take pride in developing solutions and concepts that drives and create values /sales. The objective is to fill a specific need and to create value - for all parties involved.

I am equal parts creative and pragmatic, which balances the work I do, and I great pride in the quality of the work I produce, as well as the product I deliver.

As an individualist, I know that collaboration delivers the best results, and I know the true meaning of the term "team" & "player".



Thomas Kent Larsen
Gøgevang 64
2970 Hørsholm

Mobile: +45 2030 3433
Mail: thomaskent@larsen.dk

Born: 1 August 1963
Marital Status: Married, 2 children

Skills in brief

Work

It - Sales, marketing & integration
Marketing - Concept & Development
Sales - New Bizz, CRM, Solution Selling
Management - Optimization People, Process and organization.

Personal

Empathic / Curious
Skilled communicator
Independent / Decisive
Dedicated / Follow through
Youthful / Strong Stamina



Work experience:

07/2016 - Sales Manager / Partner - N E M S I G N.

Responsibility

NEMSIGN (I am 100% owner of NEMSIGN) We sell digital signature solutions to Danish and Nordic companies. The product has great potential, we are past the pioneer phase and the concept is now Best Practice.

Assignments

- My tasks are to create demand, sell and implement digital signatures for Danish top 1000 companies, and targeted enterprise solutions where there is expected need.
- My stakeholders are CTO, CEO, CFO, CTO, HR Manager, Head of Administration and Sales Manager, so I have a big network in top 1000 Danish companies.

Partner Sales

- One of our top priorities is to continuously develop our partner channel through ongoing dialogue with 3rd party solutions.
- This create 's value for our customers and users and we integrate our solution on our partner 's platform, this add 's value, quality and saves time for all end-user 's.

Results

- Since January 2016, I have built a comprehensive portfolio of +150 customers as well as a pipeline, that feeds my revenue. I choose (after 3 years) to seek new challenges in a larger organization. I miss the colleagues and team spirit.
- NEMSIGN - will continue under a new structure without my involvement.

01/2015 - 06/2016 Key Account Manger - Penneo

Responsibility

- Penneo delivers digital signature solution to selected industries in danish companies. I work with HR segment, which is a new segment for Penneo.
- Penneo is the market leader within auditing and accounting , Law, Property Management and Debt Collection.

Assignments

- My primary task is to create need in the top 1000 HR departments, with focus on digital conversion and process. Penneo has "Great" expectations for the future. '
- The sales process in the HR segment is longer than in the already established segments.
- Penneo wants all sales to be done as in a traditional "call center" this entails that music and outbursts of joy when booking gets a meeting booked. This strategy / culture does not comply with my approach to market, and after careful consideration.
- I decided to terminate my position at Penneo, effective July 1, 2016.

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07/2013 – 01/2015 **Manger Development Schødt AS**

Schødt AS is a Construction consultancy agency.

- As a Manager of development, I was responsible for a brand new, strong and innovative product (The Digital Maintenance Plan)
- Target groups homeowners and the building and construction industry as a whole.
- Focus from analogue to digital a digital platform, a fantastic product with a great potential, but challenging to change habits especially within the construction industry. This I was partly aware of when I took on the challenge.

02/2011 – 06/2013 **Associated at Future Navigator**

- Worked with solutions and innovation, developing mindsets in behavioral attitudes. How do we change our focus and how do we change our habits – in order to address new challenges?
- **Current Projects** -
- Solution for global congestion control - in public spaces, including political and commercial focus.
- New labeling concept for the insurance business in Denmark - Process & economical optimization + more loyalty.

04/2009 – 02/2011 **Key Account Manager – Byggeweb**

- **Responsibility**
- Responsible for sales of Project management and facility management solutions, Top 200 companies in the Danish construction industry.
- **Assignments**
- Change Management in the construction industry, moving from analogue to digital focus.
- Consulting, Solution Selling, offering hosted software solutions (SaaS) to the construction industry.
- New Bizz - all my clients, are made from "cold calls"
- Primary sales - large building projects from +DKK 100 million. - Long sales cycles 1 - 6 months
- **Results**
- Was the prime mover in the establishment of a new and efficient sales organization with a focus on solution selling
- Created value for all my customers, and fulfilled my financial target, without compromising on the quality.

09/2007 – 04/2009 **Key Account Manager – Reed Business Information**

- **Responsibility**
- New position at Reed Business Information Systems
- Responsible for sales and development of analyses for the construction industry in Denmark. Purpose to increase market share through a structured sales effort, outsourcing of Direct Marketing Solutions + follow-up on campaigns and reporting to the client, and constantly improving the results.
- **Assignments**
- Identification and sale of research and Direct Mail campaigns with execution, all provided as (SaaS)
- Key Account Management directed at the Top100 companies in the Danish Construction Industry.
- Development of sales materials and presentation of the concept to the customer.
- **Results**
- Introduced and implemented the Danish Construction Industry to the value of controlled communication – hence growing their market share in the selected segments.

08/2005 – 09/2007 **Sales Manager Nordicom**

- **Responsibility**
- Responsible for building a new sales office from scratch
- Responsible for the sales department staff of 3 sales agents.
- **Assignments**
- Development and sale of residential property in Greater Copenhagen
- Identification of new housing projects
- Development of new sales management system / CRM
- Development of dialogue and loyalty program with customers and prospects, in order to get closer to the customer, getting a better understanding of customer needs, and providing a better service to customers and prospects, and creating a better image.
- Responsible for Marketing of Nordicom Property, development and implementation of strategy.
- Responsible for development and execution of sales strategies targeted towards the private segment.
- Proactive approach, database development and maintenance, giving Nordicom the upper hand in the marketplace, constantly optimizing sales.
- **Recognition**
- Nominated for the award as "Denmark's best IT Manager" 2006 Deloitte Business Consulting for my development and implementation of a new CRM and search engine optimization in Nordicom.
- **Results under my leadership**
- Salesleader by 3-1 Compared to our competitors, (JM Denmark, Sjælsø Gruppen).
- Reduced our cost of sale, pr. Sold unit.
- Developed a platform to identify and validate our sales opportunities
- Total sales under my leadership, EUR 230 million

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11/1997 – 01/2005 **Key Account Manager / Event agency Metz A/S**

- Metz imports and manufactures merchandise
- **Responsibility**
- Specifically, I have worked with sales of creative solutions and POS materials.
- **Assignments**
- Developed a strategic proposal to revitalize the concept of promotional items in order to position the product and solutions higher in the value chain - from being a traditional promotional gift supplier to becoming a "value-added" marketing agency with focus on Brand enhancement products.
- **Results**
- I was part of the leadership that worked strategically to move the company from "import / export seller" to a state of the art "agency" with a focus on Brand enhancement products (gifts), logistics and warehousing.
- Metz is today the largest and most successful company in its field.

12/1994 – 11/1997 **Marketingcoordinator at DDE / Euromax**

01/1991 – 12/1994 **Founder Larsen Design**

- Larsen Design worked with concept sales and developed and manufactured electronic products.
- **Responsibility & Tasks**
- Larsen Design worked for Televerket in Norway and the Federal Post in Germany, Deutsche Bundespost
- Televerket Norway, bought 150,000 units of the TeleCard / smart card that we developed.
- In connection with the German unification of East & West, Germany was left with corresponding postalcodes
- I developed a Postalcode converter that solved this problem in a simple and effective manner.
- Time / system Germany bought 300,000 Postalcode converters called - PLZ Master.
- **Results**
- Build a good business from scratch, providing electronics' using technology for process optimization
- Business dried out as the www (internet) took off.

11/1986 – 01/1991 **Consultant, DSB Marketing**

06/1984 – 11/1986 **Assistant at Lockey/FCB, advertising agency**

Education: 1985-1987 Københavns Handelsskole, HH
1984-1986 Grafisk Højskole GT1 & GT2
1982-1984 Birkerød Statsskole, HF

Civil Status: Children Sophia 1998 and Mads Peter 2000.

Language: Written: Danish, English, fluent.
Verbal: Danish, English, Swedish – understand Norwegian and German.

IT skills: I have developed and maintained a new and innovative MS CRM solution for residential building projects in Nordicom. I possess a wide knowledge of most software programs, eg. MS Office, Lotus Notes, MS CRM + a range of CMS solutions.

Hobbies: Family, friends and social activities
MTB and cycling in general approx. 6000 km per year
Skilled golfer Hcp 7, and a member of the Hole-in-one club
Basketball, active in the youth department of 79'ers in Hørsholm

Awards: 1988 I won Danish Shell's 75th anniversary competition by presenting a creative and strategic campaign presentations - how Shell should distinguish itself from competitors. Price DKK120.000

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Skills

Professional

Personal

