

I am CEO and consultant in the company Corporate Relations that I founded three years ago. I conduct stakeholder analysis, develop communications and branding strategies, do copywriting and advise in digital communication.

I have more than 20 years' experience as a consultant in strategic communication, digital media and branding. Before founding Corporate Relations I was more than 10 years in the communications and design agency Bysted. In the period I was responsible for developing methods and tools for stakeholder analysis and strategic development. Also, I have been a consultant at Intellecta Corporate, and director and partner in the PR agency MESTANAS & Partners.

I have a masters' degree in public relations from Roskilde University (1992) – an education combining business economics and communication. Also, I have been associated Roskilde University for approx. 10 years as an external lecturer at the Institute of Communication.

As a consultant I have had a number of different assignments within internal and external communication. In the digital field I have been working with information architecture and user experience plus delivering content (text) for digital solutions. Some of my clients have been ALECTIA, AstraZeneca, CA A-kasse, Center for Kvalitet, Coloplast, Falck, KMD, Københavns Tekniske Skoler, Lundbeck, Maersk Line, NKT, Novo Nordisk, Ringsted Kommune, Torm, Topdanmark and Tryg.

Finally, I have written three books on branding, digital communication and communications strategy, and been a member of the board at the Danish Communications Association and the Danish Investor Relations Association.