

## Personal information

**Name** Mark Johansen  
**Address** Markvænget 37  
**Postal code** DK-3400 Hillerød

+45 24 87 99 00  
[markjoh@tele.dk](mailto:markjoh@tele.dk)

3 February 1973

Married to Sofie  
3 children – 7, 4 and 2 years old

My spare time is used on spinning, travelling and my family.

## Education

2010 – 2012 Executive MBA (Master of Business Administration)  
Henley Management College

2000 – 2005 Export Engineer – Århus Teknikum

1997 – 2000 Diploma in Commerce – Handelsskolen i Viborg

## Courses

2012 NLP Business Practitioner – Managers' Organisation  
(Ledernes Hovedorganisation)

2010 Key Account Management – Dieu

2009 Coaching – Center for Management

2008 Ledelse og Management – Managers' Organisation  
(Ledernes Hovedorganisation)

## Languages

Fluent in English and German. Knowledge of Swedish.

## Career - short

Jan. 2012 – **International Sales & Marketing Director**  
**Moniflex A/S**

Sept. 2009 – Dec. 2011 **Eltong A/S**  
Jan. 2011 – Dec. 2011  
Interim CEO  
Sept. 2009 – Dec. 2010  
Sales Director

Feb. 2007 – Aug. 2009 **Sales Director - Rasko A/S**

Aug. 2005 – Jan. 2007

**Area Sales Manager - Frio Consulting A/S**

2004 – 2005

**Trainee - Woodman**

**Career - detailed**

Jan. 2012 –

**International Sales & Marketing Director**

**Moniflex A/S**

Moniflex is an international company within IT solutions aimed at the process industry. The company employs 80 persons and has an annual turnover of DKK 150 million.

Report to the CEO.

I am responsible for sales and started by changing the processes in sales and marketing from being reactive to proactive. The sale has been stagnant why a turnaround process is needed for which I has been key responsible.

The company's products are aimed at the process industry and are sold globally, and the sale takes place both through own sales forces and through a well-established partner network.

I am responsible for increasing the global sale of the company's solutions and a sales organisation with 1 Key Account Manager, 5 Area Managers, 2 Sales Supporters, 1 Marketing Manager and 4 Product Managers.

Furthermore, I am responsible for sales and marketing in all countries, and in each individual country he has colleagues who follow up on the on-going activities.

I am responsible for product launches and development of tools in order to secure a high efficiency of the sales force, both own employees and the partners' sales employees and responsible for preparing marked analyses, and I have the finger on the pulse in relation to new trends and not least new product opportunities.

I am responsible for increasing the partner network and strengthening and motivating my own sales staff and I have the responsibility for the technical and commercial support to all sales channels and he has personal contact to the largest Key Accounts globally.

In close co-operation with employees responsible for the respective countries. I participate in the development and implementation of strategy plans in order to secure the link to the market.

I work very focussed with Key Accounts and have quarterly Key Account activities in all countries.

## Results

Successful turnaround.

Reorganisation of processes within sales and marketing – from reactive to proactive.

Increase of sales through partners of 30% during the period.

Motivation of the sales department – sales increased with 10%.

Several successful product launches.

Sept. 2009 – Dec. 2011

### **Eltong A/S**

Eltong is an international company within customized IT solutions. The company distributes both systems which they have developed themselves and sells as partner for other IT companies. The company operates in Europe and has European headquarters in Madrid. In Denmark, Eltong employs 120 employees of whom 40 are employed with sale on the B-t-B market.

Jan. 2011 – Dec. 2011

### **Interim CEO**

Interim CEO with reference to the board of Directors, while the CEO was on leave. I held the position during the calendar year 2011.

I was headhunted for my present job and I was very tempted by the large international contact as I felt a vacuum after the CEO returned to the job.

Sept. 2009 – Dec. 2010

### **Sales Director**

I was responsible for preparing a market analysis in respect to getting the company established in Sweden. In addition, I was responsible for the other subsidiaries and for the Sales and Marketing Department in Denmark that consisted of 6 persons in sales and 3 in marketing.

In close co-operation with the CEO, I prepared and implemented the Scandinavian sales and marketing plans for Eltong A/S.

I prepared the strategy plan for the Swedish subsidiary and hired local staff who subsequently took over his tasks there.

I managed to increase the sale and turnover by 15% and at the same time I increased the bottom line figures by 23%.

## Results

Increased the sales and turnover by 15% - bottom line with 23%.

Preparation and implementation of Scandinavian sales and marketing plans.

Establishment of the company in Sweden.

Feb. 2007 – Aug. 2009

**Sales Director – Rasko A/S**

[www.rasko.dk](http://www.rasko.dk)

Rasko A/S deals with turn-key solutions within security IT solutions. The company operates globally through agents and in Denmark it has 95 employees and a turnover on DKK 200 million.

Report to the CEO.

I was responsible for establishing and maintaining a network of agents and own subsidiaries.

Furthermore, I was responsible for the preparation and implementation of sales and marketing plans in close co-operation with the local forces in the respective countries. In addition, I was responsible for the staff of 6 persons in sales.

I was responsible for analysing the market and for building new business and product areas.

**Results**

Establishment of network for agents and own subsidiaries.

Implementation of sales and marketing plans.

New business and product areas.

**Reason for job change**

After 2½ successful years in the job, I looked for new challenges in a company with larger complexity in the solutions.

Aug. 2005 – Jan. 2007

**Area Sales Manager - Frio Consulting A/S**

[www.frio-consulting.dk](http://www.frio-consulting.dk)

The company deals with a wide range of IT services aimed at both the private as well as the public market. Frio Consulting employs 45 employees and has offices in Denmark, Sweden, Norway and the United Kingdom.

I reported to the Sales Manager and had responsibility for the technical and commercial sales support to the sales companies in Denmark, Sweden, Norway and the United Kingdom. Furthermore, I was responsible for establishing new customer's possibilities, in particular in Sweden and in Norway where the market potential was very large.

I managed to get several large new customers and I expanded the co-operation to the company's 2 Key Accounts.

Each year, I fulfilled my budgets – one year with the index 135.

#### Results

Several new customers.

Development of the co-operation with the company's 2 Key Accounts.

Every year I met my budgets – one year with index 135.

#### Reason for job change

The job developed me very much regarding sales, and therefore I felt well-equipped for the task as Sales Director at RASKO when I was offered the opportunity.

2004 – 2005

#### **Trainee - Woodman**

As part of my Export Engineering study, I was trainee in the company for 2 terms. I was offered the possibility of transferring sales and marketing theories into real figures.

The company did not have the possibility to keep me when I had completed my studies, and therefore I applied for other jobs.

#### **Competences/qualifications**

Visionary, strategic P & L focused manager who is able to motivate and engage employees. Sales and marketing related creativity, which creates value for the company. The ability to create a strong strategy and ensure execution. The ability to create teams with a sense of community, which are able to meet the targets.

- Performance & ROI focus
- Implementation of strategies
- Market insight & understanding
- Budgets
- Coaching & management
- Marketing strategies
- Motivating management
- Participation in management groups
- International experience