



IRENE HØLLUND

SKILLS DEVELOPED DURING MY CAREER

- **Leadership** - leading and empowering teams to deliver successfully on time, budget & scope. Direct and indirect leadership.
- **Leading innovation and digitalization** activities at top tier Nordic companies, developing and executing strategies and KPIs
- **Leading DI initiatives**, Women in tech & other CSR related initiatives ensuring better culture and health at work and Danish public agenda
- **Strong communication** and negotiation skills more than 8 -years of experience in closing million-deal contracts with C-suites
- **Marketing and brand building** - deep understanding of building a brand through strong marketing & sales execution.
- Assisting companies in lead-gen activities as board member and in advisory boards
- Structured problem solving - ability to break ambiguous problems into manageable pieces
- **Project management** - extensive experience with driving strategic and digital transformations
- **Executive-level stakeholder** - engaging, influencing, lobbying and challenging C-suite executives
- **Entrepreneurial spirit** - curious and always working to create better, more simple approaches and solutions
- **Analytical and commercial mindset** - fact-based thinking combined with commercial & marketing experience

CONTACT



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www.mindfulledelse.com

EDUCATION

CAND.MERC. MAR INT

Aarhus University BSS
2013 - 2015

HA. INTERNATIONAL

Aarhus University BSS
2012- 2013

AP.DEGREE MARKETING

Niels Brock College, CPH
2010 - 2012

EXPORT ENGINEER 1ST SEM.

DTU, CPH
2009 - 2010

STRENGTHS

Setting goals, inspire & motivate

Asking questions and listening
Strategic entrepreneurial mindset

Ambitious and **goal oriented**
Confident in working with many projects simultaneously

Analytical & strategic mindset, do not take things personally and are not afraid to stand up for my ideas

RELEVANT EXPERIENCE

2023 - present Account Executive SAS Institute, Aarhus /Cph
 2019 – 2022 Senior Engagement Manager (promoted), SAS Institute, Aarhus/Nordics
 2019 – present Founder Mindfulledelse, Aarhus (Women in leadership & tech)
 2019 – 2020 Co- Founder Intercoordinator, Aarhus
 2014 – 2019 Business Development Executive , Ciklum, International
 2014 – 2015 Marketing Responsible, DANFOSS VLT@ DRIVES, Aarhus
 2013 – 2014 International Marketing Manager, Fryday, Kyiv
 2013 – 2013 Internship as economical advisor, Royal Danish Embassy, Kyiv
**you can find more info on my LinkedIn profile*

EXPERIENCE ELABORATED

ACCOUNT EXECUTIVE / ENGAGEMENT MANAGER, SAS INSTITUTE

2019 - Present

- Acting as head of development of Go-To-Market (GTM)
- Responsible for leading account team of 7 ppl. where I act as a CEO ensuring a total value of 50 million DKK renewal per year and responsible to bring new business
- Ensuring that customers get ROI on projects they invested in.
- C-suite networking to identify potential clients, and opportunities given new market regulations
- Representing the company in public
- Creating and fostering positive customer relationships
- Presenting business value, whitepapers
- Reporting to senior management
- Resolving IT project related issues, hosting issues, internal and external obstacles, renegotiate and sign enterprise contracts

My career in SAS went from having responsibility for consulting revenue, to proceed as an Account Executive responsible for all the revenue streams as education, consulting, customer success and advisory. Leading a team of 7 people with 2 solution sales representatives

AREAS I WORK ON

I feel demotivated by **proof- reading, and repetitive office work.**

Tendency to take on **too much responsibility**

Competitive

Self-criticism

COURSES/ AWARDS

Got nominated by senior management and completed **Leadership course** in Marlow, UK 2023

Certified in **Complex conversations & Emotional Intelligence** course by SAS Institute 2021

Cloud, AI & ML basic knowledge course 2021

Nominated and won as "Manager of the year" bringing "best Service Deal of the year" Front Line Kick of SAS Institute 2020/21

Sales training and starting program at SAS Institute – 3* Award winner.

By participating in Starting Block may/june 2020 I got awarded **3 times, one for the curiosity, for class contribution and a Torch Bearer Award**, which was sent to me from Cary (US). Moreover a Torch Bearer Award was a nomination by other participants for being a person they see a leading the team at sales meetings & in complex sales.

Gazing – **Performance under pressure** – Sales training (<https://www.gazing.com/>) 2018 (London)

LANGUAGES

1. **Native Danish &** used to work in Nordic teams with **Norwegian** and **Sweedish** speaking colleagues

2. **Fluent** in writing and reading in **Russian and Ukrainian**

3. **Fluent** in **English** also Business English (documented from education)

ARTICLES

Jyske Bank project I was leading - [Link](#)

FOUNDER / CO FOUNDER

I am a tech enthusiast and have during many years, invested, founded, and been a co-founder.

I have gained a lot of knowledge in working with international investment, leading cross- board teams. As a founder I have a good understanding of the IT industry in which tech company operates. I study market trends, customer needs, and competition to be able to identify opportunities and build a competitive advantage.

BUSINESS DEVELOPMENT EXECUTIVE, CIKLUM

2014- 2019

I got introduced to Torben Mejlgaard while working at Danish Embassy, and while doing my masters and got offered a job. I headed the Nordic region and I got to lead my own research team at the age of 21.

At a young age I got to be very independent and closing big deals with Danish companies that needed to scale or invest in a tech team. I worked abroad for 3 years before moving back to Denmark.

I learned a lot from Ciklum & Torben, I was dealing with the biggest Scaleup in Denmark at that time, Just Eat, Clio, Languagewire, Spiir (AIIA), To Good To Go but also well established companies such as Novax and Salling Group and Nets.

MINISTRY OF FOREIGN AFFAIRS OF DENMARK

2013- 2013

My main responsibilities was Branding Danish Business, by analysing investment potential, economical situation the corruption level and report to Danish communities. I was responsible of taking care of Danish delegations visiting Ukraine, finding venues, ensure all the details with arrangements and potential customers was taking care of. I was helping with investments, and because of the war we had to support the ambassador in political tasks and reporting on political matter. I worked with many different danish media, and gained a lot of

REFERENCES UPON REQUEST

I want to keep my CV short and simple. However, you can find more info about me, my professional background and companies i worked for on my [LinkedIn profile](#).

MORE ABOUT ME

I am an Entrepreneurial Tech Enthusiast and I am driven by innovation, and to be able to contribute to the digital future where I can make an impact. Besides that I am very passionate about Ashtanga yoga, astronomy & outdoor.

I live outside Aarhus with my husband two daughters and a dog. As a family we enjoy travelling, hiking, and spending time with our family and friends.

I always have a good book to read, most likely about yoga, mindful leadership, self development or tech.