

KLAUS LENNARD PEDERSEN

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PROFESSIONAL PROFILE

With high energy, deep calm and high EQ, I build shared ownership in teams. Personality assessments describe me as enterprising, developing, goal-driven, strategic, individually attuned, fair, inclusive, empathetic and holistic.

I have moved successfully and non-linearly across verticals, roles and markets: Sales Manager, Country Manager, Nordic Director, Managing Director, Co-founder, Managing Partner, EU Regional Manager.

Results have held, sector after sector, and been recognised externally: two Børsen Gazelle awards and six international industry awards. Own skin in the game has paid out in bonus and options for hitting targets. In start-ups, agile SMEs and corporates, I lead with trust and close to the business as a player-coach. Full P&L responsibility, and personal B2B client responsibility in 50+ countries, present in 30 of them myself.

Four selected roles draw the picture below. A detailed 2-page CV is available on request.

Country Manager, EU Regional Manager (Invoicery Group AB, FinTech/EORtech, 2023-2025).

Turnaround: Rebranded and reorganised, changed agency and platform, built lead generation from scratch. Turned the Danish market to 200%+ growth over 3 years (SEK 15m to 45m), with a lean core team of 5. Secured political legitimacy via Dansk Erhverv and ASE. Selected for the group C-level strategy team, responsible for EU expansion into 22 countries. Recommendation to the board approved, EU launch January 2025. Elected by colleagues to "House of Europe". Listed group: 30,000+ affiliated freelancers, revenue SEK 2bn (2025).

Co-founder, Managing Partner (DanaLife, MedTech, 2006-2020).

Start-up to scale-up: 20% ownership of DanaLife, lean core team of 5, run in parallel with a commercial role at parent company DanaMedic. Built two distinct brands and market positions - medical-grade (DanaMedic) and personal-growth (DanaLife) - in a taboo category. Scaled to global distribution and sales, from 0 to 50+ B2B and 100+ B2C markets. Patent (WIPO/PCT) taken to grant in 2008, global trademark registration (WIPO Madrid), IP litigation won in German court, FDA-cleared medical-grade market access, USA. Two acquisitions completed, an affiliate network and a white-label buyback. Personally recognised as Businessman of the Year. Børsen Gazelle 2018 and 2019 (DanaMedic).

Nordic Director (AdLINK, AdTech, turnkey concept, 2000-2003).

Build to consolidation: Started as Managing Director DK, first hire in the Danish operation, built it from the ground up into market leader. Led the merger of eight companies into four Nordic units - 75 to 35 employees, 1,400 commercial B2B clients - with no loss of client loyalty or revenue, and with improved distribution and profitability. Director and board member (DoubleClick Danmark A/S, acquired company). Adviser at the stock exchange listing, Frankfurt 2001.

Nordic Director for DK/SE/NO/FI (Alvern, OOH/MediaTech, 1995-2000).

Market launch: Started as Sales Manager DK, promoted to Country Manager DK and Nordic Director, 15+ staff. Turnkey operator model, patented media format, 3,000+ sites. Nordic growth to EUR 3m+ p.a., with long-standing B2B partnerships held across large international and smaller local companies. Key account responsibility for market-leading fuel companies. Adviser at the stock exchange listing, Oslo 1997.

BOARD WORK

I have served on boards and advisory boards for 20 years, as member and chair, both externally and within the companies where I held executive roles.

RECOMMENDATIONS

References from leadership and colleagues available on request.