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Contact scan for Google Android
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SUMMARY

A VISIONARY NEW MEDIA professional with extensive experience from consumer brands. Wide expert knowledge of interactive and new media and mobile commerce strategy development, including marketing, sales, technical, information architecture, creative and customer strategies. Excellent leadership, communication, presentation, marketing and analytical skills, combined with a strong visionary who identifies innovative solutions widely used by leading consumer brands. Fluent in English, Norwegian and good German working knowledge.

EXPERIENCE

Founder. Kyoogi Ltd – Fast growing I-gaming apps portal for iPhone and Android, Malta

- 01/10 – current Establishment of an integrated sports betting and casino portal app for iPhone & Android
- Responsible for product strategy, marketing and business development.
 - Marketing and product launch with over 70 000 Android downloads in 2010.
 - Familiar with numerous mobile marketing channels including, but not limited to, advertising networks, PPC, app stores & publishing markets, social media, events & conferences and public relations.
 - Strategic, analytical and statistical understanding of mobile customer behavior with extensive experience with appstore analytics, product usage statistics and proper data gathering.
 - Main liaison with gaming operators, payment providers and development agencies.

Country Manager. Expekt.com - Leading Nordic iGaming operator (Now BetClic Everest Group)

- 01/07 – 01/10 Responsible for Norwegian country operations – Country Manager
- Key Achievements include:
- Taking ownership of Norway's largest LIVE poker tournament, including executive director of national TV broadcast, "Players' who-is-who" yearbook and making it the best poker VIP acquisition tool in expekt.com history.
 - Established and maintain the largest poker portals and affiliates with a growth of over 1700% poker rake generated since 2007.
 - Dominating local, regional and national press and media coverage with more than 1200 yearly news articles printed about expekt.com products and services, making a daily average of more than 3 published articles/stories.
 - Co-founder of "responsible gaming", the foreign gaming operators association in Norway.
- Duties and Responsibility include:
- Complete budget with P/L responsibility.
 - Responsible for all business and PR communications – company spokesperson.
 - Marketing strategy, planning, development and execution.
 - Responsible and senior project manager for all country specific operations for all marketing activities including, customer retention and reactivation projects, media buying, creatives, public relations, Norwegian customer support management, social media, search engine optimization, website and campaign landing pages.
 - Liaison with production teams for localized content on website, customer support, marketing material, technical developments, payment schemes, human resources, policies and terms & condition development.
 - Responsible for identifying opportunities for business growth including, legal, technical, payment and risk assessment.

Management Consultant, GOB.com Limited, Music Marketing consultancy, London, UK

- 08/06 – 12/07 Leading Global Live Music Tournament (GBOB Challenge) active in 30 countries
- Identifying new revenue streams for music licensing and on-line distribution of live and archived content.
 - Content strategies for Music and Video content, on-demand radio and personalized music services.
 - Financial budgeting and forecasting of new products and services, including documentation of new business and revenue models.

Responsewave Limited, Leading Marketing ASP for Word-of-Mouth and Customer Dialogue Programs. London, UK

- 02/02 – 07/06 **Director**
- Built new client business strategies and operations from initial phase to successful launch of service, including building a leading non-food retailer to six figures revenues within 6 months of launch. Client work includes Discovery Channel, Bridgestone, EMI Music, SAS Radisson and Vodaphone among more.
 - Developing partner agent network and knowledge transfer between projects and service teams. After second year, number of partners had tipped and represented 40 % of the company's revenue.
 - Responsible for the all marketing collateral, including website(s), partner extranet, sales and marketing brochures, press relationships and article contribution.
 - Business Architect of Responsewave innovative and high return "Social & Buzz Marketing" solution offerings.
 - Liaison between client relationship management, professional services (consulting) and product development.
 - Managed local and remote teams with cross competence.

IconMedialab, Professional services eBusiness consulting firm. Munich, Germany

- 12/00 – 12/01 **Management Consultant – Head of e-marketing Central Europe**
- Responsible for e-marketing (analytics, marketing, sales, service) offerings to clients located in Central Europe. Coordination with e-marketing teams in 9 Central European offices. Service offerings included Search Engine Marketing strategies, One to One marketing strategies, customer acquisition and improve conversion strategies for Icon Medialab clients.
 - Developed and consulted CRM strategies for clients, including project management of strategy teams.
 - Worked with clients like Siemens, Email Vision, Holzmann Verlag and SOS Children villages among more.

dock11 AG, Music Portal for Independent Record Labels and Artists. Hamburg, Germany

- 11/99 – 12/00 **Marketing Director**
- Responsible for all marketing strategies, activities and operations.
 - Developed a comprehensive customer loyalty program. The program was implemented in the portal strategy and customer strategy.

NSM, Norwegian School of Management. Oslo, Norway

- 6/99 – 01/00 **Lecturer – Internet / web : Master of e-commerce**
- Responsible for teaching students the course "Internet and the Web" in the Master of e-commerce program.

Yatack AS, Leading online retail portal. Oslo, Norway

- 6/99 – 11/99 **Marketing Manager**

Konasoft Inc., JAVA application server vendor. Oslo, Norway

4/97 – 6/98

Marketing Manager

Powersoft Inc., Leading Client / Server software vendor. Oslo, Norway

5/94 – 7/95

Marketing Assistant

EDUCATION

Master in Marketing Management, The Norwegian School of Management, May 1999. Concentration: Internet and New Media Marketing.

HONORS AND ACTIVITIES

Keynote speaker, Konfetti.net, Finland's largest e-business conference, April 2004, Helsinki, Finland

Keynote speaker, International Fundraising Conference, May 2001, Paris, France

Invited guest speaker, Internet World, September 1999, Oslo, Norway

University debate competition, winning debater, The Norwegian School of Management, April 1999, Oslo, Norway

TECHNICAL SKILLS

100% PC proficient. Software knowledge includes: Various operation systems (incl. Microsoft Windows, OS X and Linux). Office applications (incl. Outlook, Excel, Word, Project, Powerpoint, Access, Internet Explorer), strong business knowledge of Customer Relationship Management (CRM) software industry (incl. SAP, Siebel Systems, SSA/e.Piphany), Business Reporting Systems (incl. Google Analytics, SPSS, Webtrends, Nettracker, Distimo, Flurry), Content Management Systems (CMS) and Open Source and numerous social media Applications.

HOBBIES AND INTERESSTS

Certified UK RYA Costal Skipper and I enjoy sailing when ever possible. I have been diving for 20 years and currently held a PADI Divemaster, Master Scuba Diver and TecRec Trimix technical diver recognitions. In winter I enjoy downhill and kiteing with my free-heel Telemark skies. I like to travel and experience new counties and cultures. I am also a passionate poker fan who enjoys casual cash games with friends and place a small bet on my favourite football team.