



Curriculum Vitae

Anette Maria Christensen

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Born: 1971

Civil status: Married, 1 adult child

Board Education: CBS, 2022

www.sustainabilityonboard.dk

2020 -

August 2020-

Give Steel A/S

Chief Sustainability Officer/CSO

Director of Give Steel's marketing and Sustainability department (5 employees) - challenging the European Steel Industry working with climate and social sustainability, focusing on the triple bottom line, sustainable development, progress, and EU-sustainability legislation; EU-taxonomy/ CSRD/ CSDDD compliance.

2019 –

Chief Marketing Officer/

CMO

Responsible of Give Steel Marketing, PR and branding on international markets. Developed Purpose and a sustainable profile, working with UN Global Goals, established the triple bottom line and introduced "Final figures", the first ESG report.

Tillidshverv:

2016 -

Købstædernes Forsikring

Delegate, Kreds 34, Copenhagen, customer representative, working with Board of Directors and company strategy.

2010 – 2023

CEO, Koncept Marketing/

(6 employees)

Building corporate brands and product brands through strategy and strategy implementation. Typical companies: Small-medium size companies in the construction industry/ engineering (SMV + 120 employees.)

2004 – 2010

OJ Electronics A/S/

MarCom Manager

Head of Marketing department.

Brand building and brand management. Corp. communication, coordinator of BtB marketing activities worldwide. Public relations, responsible of all marketing material, including technical documentation, visual and textual image.



2002- 2004

Dangaard Telecom/
Marketing Coordinator

Public relations, marketing plans, budgets coordinating marketing activities, campaigns in cooperation with operators and mobile manufacturers. Implementing alternative sales channels in DK.

Teleservice International/
Project Manager

Teleservice International: Project management of marketing projects in 7 countries. Editor of internal magazine, coordination of campaigns, marketing plans, website strategy, implementation of new corp. image, company strategy.

2000- 2001

Huset Venture/
Marketing Assistant

Project Management, text, layout, marketing coordination, communication strategies, leading employees. Project Management.

1996 – 1998

United Liberty Oil Corp. USA
in Marketing & PR director

Establishment and management of marketing department HQ, Dallas Texas. Responsible of marketing materials, corp. Branding and external communication in 5 European countries.

Education:

2022:

Board Education, Børsen, CBS

2007:

Strategic Communication
Børsen, Jens Gaardbo

2008 – 2008:

Conflict mediator
v. Sanne Vahlund

2008 – 2009:

Leadership v. Mercuri International

1991- 2000, Aarhus Universitet

Masters Degree: Cand. Mag. Nordic language and Literature with a minor in Tv- og film science, Media Science, University of Aarhus.
Graduated with the grade 10.

Core Competences:

- Sustainability
- ESG
- Strategy
- Leadership
- Business development
- Strategic marketing
- Marketing/promotion
- Branding
- Communication
- PR

Personal forces:

- Strategic
- Visionary
- Analytical
- Strong drive
- Creative
- Ambitious mindset
- Hard working
- Targeted
- A strong copy writer