



### Curriculum Vitae

#### Anette Maria Christensen

Andrei Sakharovs vej 3.3 tv,  
2450 København SV  
Ph. +45 60 22 93 94  
[www.sustainabilityonboard.dk](http://www.sustainabilityonboard.dk)

Born: 1971  
Civil status: Married,  
1 adult child

#### Bestyrelsesposter:

Board Education, CBS, 2022

2024 - : Women on board, Zealand & Islands/ Bestyrelseskvinder, Sjælland & Øerne

2024 - : Business Academy MidWest (EAMV), Advisory board, Management Education.

2016 - : Købstædernes Forsikring, Delegate, Copenhagen, Area 34.

2024:

**SustainabilityOnboard:** Strategic ESG Advisor

- ESG Advisory board for Board of Directors

2020 -

**Give Steel A/S:** Chief Sustainability Officer/CSO

- Head of Sustainability department. Strategic sustainable development, positioning Give Steel as front runner on ESG in European Steel Production.
- Sustainability strategy & ESG Implementation (CSRD/CSDDD)
- Working internationally with "European Convention of structural steel works".
- Team leader GROW: The Social Sustainability Calculator

Results: Positioned Give Steel as ESG front runner, which attracted large customers and increased use of low carbon steel with 24% in one year.

Established the triple bottom line (financial, climate and social sustainability).  
Established calculation of social sustainability on DGNB construction projects. ESG Reports were used as best practise in Danish Industry, educational institutions, accountant companies and ESG agencies.

2019 -

Chief Marketing Officer/CMO

- Head of Marketing Department.

Marketing, PR and Branding, international markets.

Results: ESG as brand building. Purpose. New Employer brand: WeGrowPeople

2010 - 2023: **Koncept Marketing** - Owner/CEO

< 6 employees

- Strategy & brand building for companies in the construction industry, Typically +120 employees.

Results, examples:

- Give Steel A/S: Rebranding Give Steel for international markets
- Give Elementer A/S: Boosting sales of L- elements
- Sundolitt A/S: Increased digital performance to best in class

2004 - 2010: **OJ Electronics A/S** - MarCom Manager

Head of Marketing Department (2 employees)

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- Brand building, PR & Corporate communication, technical literature, BtB marketing activities worldwide.

Result: Brand Building OJ Electronics and OJ Microline, Internationally.

2002- 2004: **Dangaard Telecom/Teleservice International**

Marketing Coordinator /Project Manager

International marketing, 7 countries.

Result: Boosting sales and repair of cell phones / Implementation of new Corporate brand.

2000 - 2001: **Huset Venture, Aarhus**

Marketing Assistant

- Copy writing and marketing. Project management.

Result: Mentoring and educating vulnerable employees

1996 - 1998: **United Liberty Oil Corp. USA**

Marketing & PR Director, Dallas Texas

- Head of Marketing department, 5 European markets

Result: Corporate branding & technical reports from oil- and gas wells in Texas.

#### Education:

2022 - 2023: Board Education, Børsen, CBS

1991 - 2000: University of Aarhus, Master degree/Cand.

Mag, Nordic Language and Media Science. Graduated with grade: 10.

2008 - 2009: Leadership, Mercuri Urval

2008 - 2008: Conflict mediator v. Sanne Vahlund

2000 - 2000: Strategic communication; Børsen, v. Jens Gaardbo