



Curriculum Vitae

Anette Maria Christensen

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Born: 1971

Civil status: Married,

1 adult child

Board Memberships and positions of trust:

Board Education, CBS, 2022

2025 - : Danish Steel Institute; Represents Denmark in ECCS, European Convention for Constructural Steelworks.

2025 - : SteelGroup (Stålgruppen), Leading companies in Denmark that produce steel structures for construction and industry.

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.

2025 – SustainabilityOnboard: Executive ESG Advisor	<ul style="list-style-type: none"> ESG Advisory board for CEO, Management and Board of Directors developing Green competitiveness.
2025 – Give Steel A/S: Executive ESG Advisor	<ul style="list-style-type: none"> Strategic ESG Advisor for CEO, Board of Directors and Management. Strategic ESG, Green competitiveness, Risk management and International Brand Positioning. 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) International work: “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 SME- best practise in Danish Industry, educational institutions, accountant companies and ESG agencies.
2020 – 2024 Give Steel A/S: Chief Sustainability Officer/CSO	<ul style="list-style-type: none"> Head of Marketing Department. Marketing, PR and Branding, international markets. Results: ESG as brand building. Purpose. New Employer brand: WeGrowPeople
2019 – 2025 Give Steel A/S: Chief Marketing Officer / CMO	<ul style="list-style-type: none"> Head of Marketing Department. Marketing, PR and Branding, international markets. Results: ESG as brand building. Purpose. New Employer brand: WeGrowPeople
2010 – : Koncept Marketing – Owner/CEO < 6 employees	<ul style="list-style-type: none"> Strategy & brand building for companies in the construction industry, Typically +120 employees. Results, examples: <ul style="list-style-type: none"> 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)	<ul style="list-style-type: none"> Head of Marketing Department (2 employees) Brand building, PR & Corporate communication, technical literature, BtB marketing activities worldwide. Result: Brand Building OJ Electronics and OJ Microline, Internationally.
2002- 2004: Dangaard/Teleservice International Marketing Coordinator /Project Manager	<ul style="list-style-type: none"> International marketing, 7 countries. Result: Boosting sales and repair of cell phones/ Implementation of new Corporate brand.
2000 – 2001: Huset Venture, Aarhus Marketing Assistant	<ul style="list-style-type: none"> Copy writing and marketing. Project management. Result: Mentoring and educating vulnerable employees
1996 – 1998: United Liberty Oil Corp. USA Marketing & PR Director, Dallas Texas	<ul style="list-style-type: none"> 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