



Curriculum Vitae

Anette Maria Christensen

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Born: 1971

Civil status: Married,

1 adult child

Board Education, CBS, 2022

Board Member and positions of trust:

2025 - : ECCS, European Convention for Constructural Steelworks, Board member - representing Denmark.

2025 - : Danish Steel Institute, Board member

2025 - : Stål Gruppen, Leading companies producing steel structures for construction and industry, Board member.

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

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

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

2025 –

SustainabilityOnboard: Executive ESG Advisor

- ESG Advisor for CEO, Management and Board of Directors, developing Green competitiveness.

2025 –

Give Steel A/S: Executive ESG Advisor

- Strategic ESG Advisor for CEO, management and Board of Directors Strategic ESG, Green competitiveness, Sustainability, Risk management and Brand Positioning.

2020 – 2024

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)
- 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 projects. ESG Reports were used as SME- best practise in Danish Industry, educational institutions, accountant companies and ESG agencies.

2019 – 2025

Give Steel A/S: 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 – :

Koncept Marketing – Owner/CEO

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

- Head of Marketing Department
- Brand building, PR & Corporate communication, technical literature, BtB marketing activities worldwide.
Result: Brand Building OJ Electronics and OJ Microline, globally.

2002- 2004: **Dangaard/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