



## HANNE KÜHL HEJGAARD – BOARD PROFILE

### Key competences

- International growth strategies
- Strategic business development
- Digitization
- IOT strategies & Digital Branding
- Extensive knowledge of telematics systems and the machine construction segment
- Long record of B2B leadership experience
- Masters' degree from CBS in Strategic Planning
- 2-year NLP Business Certificate

### Board Positions

- 2019 - SpotOnJobs ApS  
Advisory Board
- 2019 - Digital start-up company  
Board member
- 2018 - IXOLIFT Ltd, Finland  
Advisory Board
- 2005 – 2010 Guard Systems, Estonia  
Board member

### Professional Networks

- 2019 - Bestyrelseskvinder  
Member
- 2018 - The Network, Luxembourg  
Member

### Business experience

- 2016–2018 IXOLIFT Ltd  
VP Sales, Europe
- 2012-2016 Trackunit AS  
Country Manager, Europe
- 2010-2012 EPSI Rating, Sweden  
CEO, Denmark
- 2012-2017 Owner of HKH Consult  
Consultancy for  
Telematic businesses
- 2004-2010 Guard Systems, Norway  
Country Manager DK, DE  
and Benelux

### PERSONAL DATA

Chemin des Douaniers 14  
L-9647 Doncols – Luxembourg  
[hanne.hejgaard@gmail.com](mailto:hanne.hejgaard@gmail.com)

+352 621 544 720 (Luxembourg)  
+ 45 20 26 06 54 (Denmark)

Danish - 58 years old  
Married, 2 children (23 + 26)

### International growth strategies

My international suitcase is a great mix of success stories but also some failures to learn from. I'm not shy sharing my international experience with companies that want rapid but sustainable growth. I have valuable input on how to quickly turn around in changing markets. I know the sharp balance of keeping up the excitement and motivation of the management/founders and steering the company strategically in the right direction and at the right speed.

### Digitization in changing environments

My journey towards the digital world and IOT took off when I established a Danish subsidiary of Guard Systems - a Norwegian company manufacturing hardware and internet-based solutions for Track & Track and Radio/Satellite Communication. We were among the pioneers to launch satellite/GPS based systems for managing and securing large fleets of cars, trucks, construction machines and other valuable assets. I learned the necessity of keeping up the pace in all phases of Digitization to survive in rapidly changing business environments.

The company grew substantially over the years and I expanded our activities to Germany, the Baltics and the Benelux countries all the time with leadership, innovative sales, Digitization and growth opportunities in focus.

Currently I'm involved in an exciting digital start-up business, which will change the way of doing business within the construction and machine rental segments in Europe.

### My contribution in a board room

I offer my expertise mainly to start-ups and smaller/medium sized companies in Denmark or abroad. With my open mind and including leadership style, I am a valuable support and inspiration for the management and founders in choosing the right strategies and bringing new ideas on the table. I'm not scared of challenging the management and like to think out of the box, but all the time with sustainable and profitable growth in mind.

I'm a passionate person and get highly motivated by achieving good results.