

SOFIE IRGENS

Experienced business leader with demonstrated results within Business Transformation. I have worked extensively with Business Development, Research & Development, Product Management, and IT/digitalization.

My key skill is to bridge technological possibilities with customer needs and commercial opportunities.

I have worked in the field of technology and sales for the last 15 years covering B2B, B2B2C, and B2C.

Interpersonal skills: Strategic, analytical thinker by heart, diplomatic skilled influencer and networker, positive thinker and communicator, technically skilled innovator.

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Date of birth
29 January 1981

Mother tongue
Danish

Fluent in
English & Nordic languages



Industries

Manufacturing, green tech, energy, retail, IT, food

AREAS OF EXPERTISE

- › **Technology, innovation & product development** – Research and technology development. Product development end-to-end, incl. market analysis, concept development, technical development, production setup, market launch.
- › **Product management** – Customer needs, market analysis, product roadmaps, product value propositions, product marketing.
- › **Digitalization / IT** – IoT/smart products, e-commerce, digital business models, and software development.
- › **Sales & marketing** – Go-to-market approach, system sales, identification of, engaging with and signing of new prospects, contract negotiations, customer journeys, digital marketing, brand building, loyalty programs.
- › **Strategy development and execution** – Business strategy (growth and profitability), Marketing strategy, Product strategy, M&A strategy, IT strategy and Digital strategy. Organizational development.

BOARD MEMBERSHIPS (NON-EXECUTIVE)

2021 – PRESENT **Sustain X**

- › Sustain X is a fast growing sustainability consultancy, founded in 2020 with the ambition of enabling small and midsize companies to take part of the green transformation.
- › My contribution to the board is support to the founders within leadership, scaling, and strategy.

2016 – PRESENT **Coop amba**

- › Coop amba is the owner of Coop Invest, Coop Bank and Coop Denmark. The board of Coop amba acts as a holding company board and thus defines the values and the strategic frame that our portfolio companies must operate within.
- › My main contribution to the board is on strategy, business development, and sustainability. In 2020 I was the key driver behind initiating a new Coop amba owner strategy with a new investment profile, focused on tomorrow's digital and sustainable businesses.
Also in 2020 I was rated as the most value-creating member of the board by my colleagues.

2018 – PRESENT **Coop Denmark**

- › Coop Denmark is one of the largest Danish retailers with an annual turnover of approx. 50 bDKK and approximately 40.000 employees. Coop Denmark has more than 1100 grocery stores across Denmark and Germany, two online shops (food and non-food), and a fast growing furniture business (FDB Møbler). Coop is one of the most digital advanced retailers in Denmark with a world leading loyalty program. In 2020 we successfully launched a new software company, LoByCo that develops digital solutions for retailers.
- › My main contribution to the board is on strategy, innovation, and digital businesses. I have been part of setting a new strategic direction with focus on digitalization and online channels, establishing a retail focused software company, and developing a new "low price supermarket" chain.

2019 – 2021 **Coop Invest**

- › Coop Invest is an investment company within the Coop Group. Coop Invest manages everything outside retail and banking in the Coop group.
- › My role on the board was to support the transformation of the company from being a real estate developer (e.g. Development of Coop Byen in Albertslund or Sønderhøj/Mega Syd in Aarhus (114.000 m2 - sold in 2018)) to becoming an active early investor and business developer focused on growing smaller companies within food and digital retail solutions.

PROFESSIONAL EXPERIENCE

- 2021— PRESENT **Danfoss Climate Solutions** *Head of Business Unit Burner Components*
- › Danfoss Climate Solutions is a segment in Danfoss focusing on Heating and Cooling solutions. Burner Components is a standard alone business unit developing and manufacturing components for Liquid Fuel Burners and Spraying Systems.
 - › I am responsible for the P&L (turnover 60mEUR) and the entire value chain (R&D, supply, manufacturing, logistics, sales). My task is to transform the business from being focused on traditional oil burners for heating to a player with expertise in burner components for liquid fuels (oil, bio-fuels, syn-fuels) and spraying systems (oil, water-based liquids, spray drying).
- 2020 – 2021 **MHI Vestas Offshore Wind** *Vice President - Product Development & Engineering*
- › MHI Vestas used to be a joint venture between Mitsubishi Heavy Industries and Vestas Wind Systems. MHI Vestas develops, manufactures, and installs offshore wind turbines world wide. In December 2020 MHI Vestas was fully acquired by Vestas.
 - › My task was to develop a strategic and longterm focused R&D organization. I was responsible for
 - › All technology development, product development and engineering activities across the company, including development of new wind turbine platforms
 - › Product maintenance, product lifecycle management and product data.
 - › Loads and control of wind turbines, including loads on supporting structures as towers and foundations - both on generic turbine platforms and site specific loads.
- 2018 – 2020 **KK Wind Solutions** *Senior Director - Product Management, Business Development, & Marketing*
- › KK Wind Solution is a global supplier to wind industry within electro-mechanical systems.
 - › My task was to drive the implementation of the very ambitious growth strategy of KK Wind. I was responsible for
 - › Business Development: Bring KK into new industries through organic growth (onboarding of new customers), acquisitions, and strategic partnerships.
 - › Global Product Management: Build a global product management function from scratch. Incl. product innovation strategy, product roadmaps, product launches and life cycle management.
 - › Global Marketing: Lead the Marketing and Communication function in the KK Group.
- 2015 – 2018 **VELUX GROUP** *Director, Research & Development*
- › VELUX Group is a global market leader of roof windows
 - › My task was to transform R&D to an agile and fast product launch machine. My area of responsibility covered: All product development projects, product roadmaps, project portfolio and product development processes (front-end innovation, stage gate, agile project execution).
- 2007– 2010 **VELUX GROUP** *Head of IT (Business systems)*
- › Global IT leadership - Transformation of VELUX IT from a “standard internal focused IT function” to a customer-oriented organization with a strong focus on delivering business results.
- 2010 – 2012 **VELUX GROUP** *Manager (Responsible for ERP/SAP implementations, globally)*
- 2007 – 2010 **VELUX GROUP** *Project Manager, strategic projects*
- 2006 – 2007 **McKinsey & Co.** *Management Consultant*

EDUCATION

2001 – 2006 **Technical University of Denmark** *MSc Engineering (Cand. Polyt)*

As supplement to my university degree I have taken several professional classes as part of my continuous professional development, including but not limited to

- › Board education at Copenhagen Business School (2017)
- › Executive leadership programme at KK Wind Solutions (2018)
- › Leadership programme for top 100 leaders at VELUX Group (2015)
- › Business Economics at McKinsey & Co. 2006
- › Financial Evaluation at McKinsey & Co. 2006