

SOFIE IRGENS BOARD PROFILE

Experienced senior leader with demonstrated results within Strategy and Business Development, Product Management, Research & Development, and IT/digitalization.

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

I have worked extensively in the field between 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

Green tech, energy, retail, IT, food, and building materials

AREAS OF EXPERTISE

- › **Strategy development and execution** – Business strategy (growth and profitability), Marketing strategy, Product strategy, M&A strategy, IT strategy and Digital strategy. Organizational development.
- › **Product management** – Customer needs, market analysis, product roadmaps, product value propositions, product marketing.
- › **Technology, innovation & product development** – End-to-end, incl. market analysis, concept development, technical development, production setup, market launch.
- › **IT / Digitalization** – ERP implementations, Software development, IoT/smart products, e-commerce.
- › **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 memberships.

BOARD MEMBERSHIPS

2016 – PRESENT **Coop Denmark & Coop amba** *Non-Executive Board Member*

- › Coop Denmark is one of the largest Danish retailers with an annual turnover of approx. 50 bDKK. Coop amba is the owner of Coop Invest, Coop Bank and Coop Denmark.
Rated as the most value-creating member of the board by my colleagues in 2020.

PROFESSIONAL EXPERIENCE

2018 – 2020 **KK Wind Solutions** *Senior Director - Product Management, Business Development, & Marketing*

- › 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*

- › Global R&D leadership - responsible for all product development projects, end-to-end: From customer need and market potential through technical product development to quality assurance, manufacturing and product launch.
- › Product roadmaps, project portfolio and product development processes (front-end innovation, stage gate, agile project execution).

2012 – 2015 **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.
- › Designing a new IT strategy preparing VELUX for a digital era and establishing a global IT organization.
- › Design and implementation of several business-critical systems, i.e. ERP/SAP, e-commerce, etc.

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*