



CV - METTE HYBSCHMANN

Mette is an innovation, change & transformation CEO & Board Member who possesses a burning passion for result creation through employee & customer engagement – she has worked with and across Tech, Medical, Retail, FMCG, Finance & Construction industries.

Today Mette works as International CEO running 5 global American FMCG & QSR brands; Krispy Kreme, TGI Friday, Wimpey's, Baskin Robbins, & Peet's Coffee across 12+ countries.

Prior she was Global Vice President, Strategy & Development for The Knaf Group. One of the world's largest building material producers across 110 countries.

Before Knaf she was Global Director and responsible for People, Operational Training, Customer Experience and Digital Transformation in McDonald's both in Denmark & later the Global Corporation.

Mette has lived and worked abroad and has great knowledge from her experience in the US, EU, Middle East & Asia

In 2016 Mette was named by Berlingske as one of the top 100 talented leaders, and has won the prestigious Presidents Award in McDonald's given to only 1% top performers out of 1,7 mio employees worldwide.

She holds an education with the Danish School of Media & Journalism in Commercial Branding & Communications, a Bachelor/HD in Business Economics, Strategy & Organizational Leadership & a Master in Innovation & Change Leadership. A extensive toolbox for inspiration, changing culture & creating visible business results through solid partnerships.

Areas of expertise & experience:

- People | Leadership
- Strategy | Business Development | Innovation | Transformation
- Operations | Customer Experience | Cultural Change
- Sustainability
- Digital | IT Transformation

OTHER BUSINESS ACTIVITIES

CEO & Founder | HYBSCH | Since 2017

Strategy Advisory, Keynote Speaking, Teaching & Lecturing

- www.mettehybschmann.com
- Part of High Performance Institute: Keynote speaker <https://highperformance.dk/foredrag/>
- Part of Copenhagen Executive Business School faculty: teaching executive business leaders <https://cbs-executive.dk/faculty/mettehybschmann/>
- Most recent customers: Cowi, Det Kgl Teater, Lunar, Oracle, DSB, Bestseller, Danske Bank.

Board member at Techvolver

Through robotics transforming manual processes within life-science laboratories and the medical industry from time consuming manual activities to automated solutions, digitizing data handling, eliminating health risks, improving data integrity & increasing the bottom line.

Board member at Learningbank

Designing the future of e-learning to businesses via AI and gamification.

Board member at Krifa

Reinventing the role of unions, building better collaboration with employers to help improve work conditions, people engagement and business performance.



Irma
BESTSELLER®

KNAUF COWI



ORACLE®

LUNAR®

Danske Bank