
Curriculum Vitae Henrik Cort Tranæs

Cand. Merc. IBS
Egegade 3. 4. tv., 2200 København N
4529717326
corttranaes@gmail.com
Age: 32
Material Status: Married, one child
Cand Merc. IBS



Objective

This Resume displays my work experiences and educational knowledge in the Business Areas of Sales and Marketing; that I believe could be of value to you as a future employer.

Skills

- Strong knowledge of the IT retailer, channel and OEM landscape in the Nordic countries.
- Strong execution of PR and communication with internal and external partners
- Great skills in developing and leading ATL & BTL marketing activities.
- Extensive knowledge of initiating and executing marketing campaigns.

Relevant Experience

2010 to present

Marketing Communication Specialist, Asus Computer

My role in Asus is to raise the brand awareness of the Asus computer brand in the mind of the Danish consumers. Furthermore is it my responsibility to ensure a steady and consistent presence of Asus and its Product in the press.

- Responsible for ATL marketing activities in Denmark
- PR Lead for the Press and Asus Corporate.
- Drive and Lead Co-marketing events with Microsoft, Intel and retail.
- An achievement is that I doubled Asus PR clippings in the last 2 months 2010

2007 to 2009

Product Manager, LaserJet Printing Hewlett Packard

My role as a Product Manager covering HP LaserJet Printers was to secure revenue of the product line within the Product group and manage the product life cycle.

- P/L Responsible for an annual budget of \$27 million
- Ensured the ongoing buy-in to the distributor and the sales channel.

- Ensured a steady presence of PR attention on the product group in the press, for the attention of the buyers and resellers.
- Initiated and established marketing programs & campaigns together with channel partners.
- Responsible for promoting and introducing the new products into the market.
- Grew market share in commercial LaserJet's by 50% to 54% in 2007, in a mature declining market, with a value of over \$27 million per year

2005 to 2007

Marketing Assistant in Consumer Sales & Marketing Intel Corporation

My role as a Marketing assistant in consumer sales was to engage major OEM's and key retailers in the Nordics to make active use of Intel's co-marketing program.

- Responsible for marketing activities with the retail partners for Intel.
- Implemented Intel specific marketing assets into the partners marketing activities.
- Planned activities such as TV, print, online, POS and consumer electronics events.
- An accomplishment was that I increased the OEM's co-marketing budget by five times toward the retail channel from \$89K to over \$2 million YOY.
- Executed successfully marketing campaigns together with external partners.

2004 to 2005

Sales Assistant *R.O.O.M.* Interior design store

Working as a part time sales assistant in the design furniture department

2000 to 2002

Support Advisor *Orange* - now Telia

I was working fulltime in the start-up group for Broadband Internet Services.

1999 to 1999

Editorial Assistant IDG PCWORLD Magazine

I was an editorial assistant, at the Computer magazine. I was the key contact for suppliers of hardware for review and testing in the magazine. I also wrote articles in the magazine.

Education

2009

Completed Master Thesis in Msc. IBS

Subject: Industry Trajectories of Change; Industry analysis of the digital video player industry

2004-2006

**Cand Merc. International Business & Strategy
Copenhagen Business School.**

2006 **Electives in E-business**
IT University, Copenhagen.

2001-2004 **Bachelor of Science, International Business**
Copenhagen Business School.

1996-1998 **HHx Student**
Niels Brock Copenhagen Business School

Languages

Danish:	Mother tongue
English, Swedish, Norwegian	Advanced level in Business negotiation
Spanish, Portuguese, German	Intermediate Level in verbal ability