**CURRICULUM VITAE**

**Kattia Toft Paludan**

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References can be provided upon request or be found via: [dk.linkedin.com/in/Kattia-Toft-Paludan](https://www.linkedin.com/in/kattia-toft-paludan?trk=hp-identity-headline)

**WHY ME!**

**I have the skills and know how to translate them into results!**

I am a passionate marketer who knows how to boost the market and want to be in forefront in my field. I will do nothing less than strive to get the best solutions brought to the market to increase awareness and business to the company.

What a great challenge.

* A winning and “can-do” mentality
* Drive strategy and marketing plans of multi-channel campaigns – lead generating activities
* Develop strategies and value based selling for portfolio in close collaboration with all teams
* Manage planning and budget and keep it.
* Drive the medium to long term innovation pipeline and have focus on the ROI for marketing investments to revenue
* Work closely with PR agencies to create the best communication plan
* Work closely with Sales and other stakeholders in the whole process
* Created and executed own events, conferences and 3.part events
* Support/execute global initiatives and campaigns – adapt them to the local markets
* Financial management and coordination with functions in the organization
* Strong analytical skills and vast experience in working with CRM-, BI tools, MSO365 and PM tools
* Understand the meaning of communication and creating communications plans with external PR agencies to get a clear and compelling message to the market
* Understanding of local insights and analysis about the market, competition and products – crushing numbers
* Demonstrated ability to grow and develop a business area with fierce competition
* Ability to identify, push and follow-up on sales opportunities
* Capable of conceptual thinking for developing new marketing activities
* Understand the importance of different routes-to-market channels
* Attention to detail and sense of urgency
* Good interpersonal skills
* Building successful working relationships with the local and global marketing teams and also external stakeholders.
* Ability to work cross-functionally with a wide array of functions and also work with colleagues in affiliates & regions.
* Growing organizational competencies in marketing in the regions.
* Must admit I am not the writing person and always work with copywriters
* >5 year experience from B2B marketing it in WW IT companies
* Loves to travel

This is telling me, I can bring a lot of value as your new employee – please read on and find out what I also can provide of other skills to your company.

**HIGHLIGHTS**

√ Go-to-market strategy development and deployment with full responsibility for branding, positioning, KPI/ROI and budgets in global B2B companies

√ Development and execution of marketing campaigns offline/online for multiple markets to secure demand and lead generation for different sales channels

√ Managing the overall digital agenda to ensure online channels resources and support for the business objectives and enables lead generation. Get customer insight and look at engagement for retention and minimizing churn

√ Informal leadership of regional marketing resources to secure alignment and execution of owned marketing strategy and plan

√ Develop and executing marketing campaigns through integrated CRM, CMS and marketing automation systems – generating sales leads, driving traffic and conversions

√ Develop and executing events and conferences in different sizes. All from 20 to 1000 participants

√ Developed and introduced program to grow more prospects at Unity. The project focused on increasing data quality in Salesforce in order to provide sales with a strong foundation going forward ensuring an efficient allocation of time on the most valuable (potential/revenue) prospect customers. The program provide sales with new qualified leads

√ Managing the User Group concept and support in EMEA together with EMEA Sales representatives and evangelists.

√ Award winning campaign for “Best limited budget campaign” and nominated to the Post Danmark Direct Marketing award 2012 for “Best eye catching campaign”

**PROFESSIONAL EXPERIENCE**

**Veeam Software Denmark**

***Field Marketing Manager Denmark & Norway***

August 2016 – June 2018

*Veeam has pioneered a new market of Availability for the Always-On Enterprise™ by helping organizations meet recovery time and point objectives (RTPO™) of less than 15 minutes for any application, any data, on any cloud.*

Responsible for driving and implementing marketing plans and campaigns targeting SMB, Commercial and Enterprise markets. This role works closely with the regional Commercial and Enterprise field sales team to execute against regional objectives whilst working to the broader Global strategy.

* Defining the marketing strategy across the marketing mix in close collaboration with Field Sales and EMEA Marketing
* Align and in agreement with EMEA Sales to make sure that a strong innovative marketing plan is created, with activities that enhance the sale
* Manage budget planning against marketing plan and approve activities
* Focus point for PR strategy in Denmark and Norway aligned with the broader EMEA strategy
* Lead and drive the marketing value message to key stakeholders in other functions
* Drive to the regional marketing KPIs based on lead and pipeline ROIs metrics.
* Manage and deliver activities and campaigns on budget and within timescales
* Developing and monitor KPIs on tactical marketing investments
* Provide EMEA marketing management with reports and field feedback per quarter
* Design and execute lead generation orientated marketing campaigns with regional field sales team.
* Drive EMEA promotions; creating awareness and driving adoption ideas in regular forums
* Drive ‘To and Thru’ partner activities, distribution and demand generation in alignment with regional marketing strategy and EMEA channel strategy
* Design and execute lead generation orientated marketing campaigns with partners.
* Share best practices across the region and with other regions on bi-weekly calls

**Unity Technologies**

***Sales Marketing Manager EMEA***

March 2015 – July 2016 – maternity cover

*Unity Technologies is revolutionizing the game industry with Unity, the breakthrough development platform for creating games. Unity was created with the vision to democratize game development and level the playing field for developers across the globe****.***

• Grow business together with EMEA Sales by drive sales of Unity products through offline channels.

* Identifying market opportunities and devising strategies and tactics to ensure successful sales operations.

• Align and in agreement with EMEA Sales to make sure that a strong innovative marketing plan is created, with activities that enhance the sale of Unity solutions.

* Working with Country Managers and Marketing Managers to develop the marketing process and plans through the internal process.

• Improve solutions selling capacity by ensuring that campaigns are designed around solutions to specific customer pains and challenges.

* Developing and monitor KPIs on tactical marketing investments, as well as share best practices across the region and with other regions

• Keep BD informed and updated of any strategic decisions made.

• Drive and execute EMEA marketing plan and meet marketing target.

• Drive pipeline with Sales Management to ensure quality pipeline to achieve pipeline goals and to deliver revenue targets.

• Continued focus on generate leads and the follow-up on them by the sales representatives.

• Be entrepreneur for innovative and creative marketing actions to run campaigns that differentiate them self.

• Having the overview and responsibility of the marketing budgets and keep them.

• Make sure that Master Classes are up and running in EMEA together with EMEA Evangelists and team US.

• Co-working with Event Management through campaigns that drive attendees to buy tickets for conferences.

• Support User Groups in EMEA together with EMEA Sales representatives.

**Praqma A/S**

***Project assignment – Marketing***

May – Oct 2014

*Praqma is a service company specialized in helping companies to assess, plan, implement, improve and develop an infrastructure and process that will assure that quality is built into the product as part of the development processes rather than glued on afterwards. We consider ourselves Continuous Delivery Toolsmiths and help our customers with inspiration, strategic consulting, practical implementation and support.*

• Deploying and execution of conference together with partners

• Implementation of new Web and social media strategy

• Development and go-to-market of Alliance group.

**IBM Denmark ApS**

1999 – 2013

***Nordic Marketing Manager for SWG - Competitive***

2012 – 2013

• Drive KPI’s on total pipeline results for financial objectives for brand assigned.

• Drive NQ pipeline Management to ensure quality pipeline to deliver revenue targets.

• Address pervasive pipeline problems and work with root cause issues.

• Alignment with Brand Sales Leader to agree goals and tactical plan to achieve NQ pipeline objectives by route.

• Align with the European brand marketing to understand strategy and selected marketing campaigns

• Interface to the European and WW board for general status for Nordic

• Accountable for delivering agreed Nordic marketing targets for brand assigned.

• Inform the countries of new WW campaigns and activities and ensure that they are activated in the Nordic.

• Support with local Legal issues

• Be entrepreneur for innovative and creative marketing actions to run campaigns that differentiate them self.

***Country Marketing Manager for SWG and Event Manager, Denmark***

2009 - 2013

• Making sure that assigned brands has a strong innovative marketing plan, with activities that enhance the sale of brand solutions based on insight of customer needs and market trends.

• Drive and execute brand marketing plans that meets marketing targets

* Working with partners for the brands to ensure common focus for the branding and activities planned.

• Arrange, coordinate and execute events.

• Having the main contact with the PR- and advertising bureau.

• Having the overview and responsibility of the marketing budgets and keep them.

• Improve solutions selling capacity by ensuring that campaigns are designed around solutions to specific customer pains and challenges.

• Additional from Apr 2010 - May 2011: Focal point for cross program BAO (Business Analytic Optimization) and Event Manager DK

***Nordic Resource Manager for SWG***

2007 – 2009

Effectively support the SWG Nordic Resource Deployment Plan of 600 persons in close cooperation with the Nordic and country management team.

***Project Manager & Resource Manager***

2005 – 2006

***Project Coordinator - Transport and Logistic Project coordinator.***

2005 – 2005

***Project Manager and PMI education at Payment Systems Project Manager.***

2001 – 2005

***Account Assistant at Payment Systems Support for the Account Managers***

1999 – 2001

***Sales-, account- and office assistant***

1990 - 1999:

Different places within Retail and Editorial offices:

1997 - 1999: **Lisbeth Dahl Engross**

1996 - 1997: **Premium Pet Foods**

1995 - 1996: **Bad & Bath ApS**

1991 - 1994: **Aller Press A/S**

1990 - 1991: **Niels Thygesen & Co. A/S**

**RESULTS**

Marketing:

* Winner of campaign for “Best Limited-Budget campaign” at UK B2B Awards - 2015
* Nominated for the WW Best Practice IBM Web campaign for an interactive animation - 2013
* Nominated to the Post Danmark Direct Marketing award - 2012

Resource management:

Optimizing of the HR processes for the management. Optimizing of the overview of employees to the European, Nordic and Country management team. Curriculum Vitae Experience continued.

**EDUCATION BACKGROUND**

1996 - 1997 Marketing – 1. part at Niels Brock CPH Business College along with Accounting

1995 - 1995 Lay-out and Rough technic from “Grafiske Højskole” i Copenhagen (system: Quark-xpress 3.3)

1994 - 1995 Degree in Desk Top – DTP from Niels Brock CPH Business College (system: PageMaker 5.0)

1988 - 1990 Served apprenticeship as office assistant at “Lasse Hjortnæs A/S”

1985 - 1988 Higher business exam from Helsingør Handelsskole (Business School)

1985 Extented exam from Fredensborg Skole.

**COURSES**

***Marketing courses - IBM:***

2011

Introduction to the Market Segment Manager role

Understand the market

Identify client needs and pain points

Analyzing the market

***Project Management:***

2000 - 2005

Courses related to the PMI certification for Project Managers.

***General courses:***

2000

Construction of websites – HTML coding Niels Brock CPH Business College 2004 Paint Shop Pro 8.0

**LANGUAGES & IT SKILLS**

***Languages***

Danish: Native

English: Fluent in speak, writing and reading

Swedish: Nearly fluent in speak and reading

***IT***

Lotus Notes: Super user

MS Office: Super user

MS Outlook: Super user

Google tools: Super user

SalesForce: Very good

Eloqua: Good

WebDynamic: Good

Adobe Pro Premiere: Basis

**PRIVATE**

I live in Helsingør with my daughter Emilia.

As we both are very outgoing people, we spend most of our time with family and friends.

Beside that I love going to my exercise, being assistant coach at a gym team and spend time there with a lot of lovely kids.

**COVER LETTER**

To become part of a dynamic team, focused on never standing still, really gets me motivated.

I will gladly take the resp0nsibility and take charge of the day-to-day planning to get the job done.

I have a strong strategic marketing profile with 10 years of experience within Sales Marketing, Product Marketing, Channel Marketing, Digital Marketing and insight analytics from international B2B companies in the IT and Services industries, all with the primary responsibility to deliver revenue and KPI targets for the company.

Beside that I have experience in all aspects of brand management, website management, and social media management and in planning and executing Trade Shows and Events.

I am very confident in management of external PR agencies, and have the ability to build and maintain relationships with staff and customers at all levels. And best of all I am self-driven, self-sufficient and able to work independently at the same time as being a great team player.

I prefer a mix of strategy development and project management thrives in roles with end2end ownership full accountability and high responsibility. Demonstrated interpersonal skills, strong relationship building abilities and see challenges as an opportunity for personal development.

Enterprising, emphatic, ambitious, persistent and thrives in a hectic environment with multiple stakeholders and demanding tasks and deadlines.

I hope that my application has your interest and I will be looking forward to hear from you and hopefully get the possibility to deepen my CV further in a personal interview.

Best regards,

Kattia Toft Paludan