

CURRICULUM VITAE

Jens Helstrup

Working Experience

Aug. 2008 – Nov. 2009 Marketing Director – Initial Washroom Solutions UK / Strategy Director, Rentokil Initial - European Textiles & Washroom Services
Location: Primarily London, United Kingdom
As a fixed term assignment of critical importance to the Rentokil Initial Group I accepted the challenge of turning around the UK Washrooms business with revenues of more than £80M, being responsible for the Marketing operations. As part of the UK Management Team I redefined the strategy, propositions, sales approach and KPI's as well as the organisational structure in order to successfully turn around the business. I was operationally responsible for the UK Marketing team of 7 people and the UK telesales operations of 26 people. Of these, 5 were Managers. I continued to perform selected strategic European work when necessary alongside the UK assignment.

Key achievements

- *Successfully concluded the turnaround of the business from a loss of £5.2M to an expected profit of £2M, this in a challenging environment where portfolio decreased by 9% over the period.*
- *Reformulated the proposition and sales approach, resulting in an increase in average products sold (new sales) from 1.8 to 2.4 and improved recurring revenue by up to 4 times on important product groups.*
- *Restructured marketing spend resulting in a saving of £300K without diminishing output performance.*
- *Developed a multinational pricing and profitability model enabling the analysis of existing customer profitability while ensuring competitive and profitable new sales.*

Feb. 2007 – Aug. 2008 Strategy Director, Rentokil Initial European Textiles & Washroom Services
Location: Primarily Paris, France
Responsible for the strategy development of Rentokil Initial Europe (Textiles & Washroom Services and other specialist services) with revenues of more than 600 Million Euro.
Member of the Executive Management Team, reporting to the Divisional Managing Director.
My role was to identify and create a Pan-European strategy for the Division, identifying new business opportunities, acquisition candidates and develop and improve the company's product and service propositions.
The job also included working with local management teams to better define and document local business plans, budgets and support on other management challenges such as business unit turnaround plans and 3 year strategy plans.
During this time I also took an essential role in changes sales approaches, defining KPI's and reporting as well as new product development.

Key achievements

- *Successfully created and implemented the Divisional strategy generating growth of £23M and reverting a profit margin decline from 14% to 17.24% representing around £20M in profit increase.*
- *Defined a Pan-European strategy including product and service propositions and initiated new product development projects.*
- *Formulated local growth plans including successful turnaround plans for selected local operations.*

Jan. 2004- Feb. 2007 Corporate Marketing Manager, ISS Management A/S

Location: Primarily Copenhagen, Denmark

Overall Marketing responsible for the ISS Group, heading the Corporate Marketing department, reporting to the Group CEO.

ISS delivers Facility Services in around 50 countries with total revenue of more than 7 Billion Euros.

In this position I was responsible for the group marketing strategy and the operational implementation in coordination with local management.

Furthermore I was co-responsible for the creation, launch and implementation of the ISS Group strategy in 2005 and headed strategy seminars and business development meetings around the strategy of Integrated Facility Services and Facility Management.

This also involved proposition development, sales training and major national & international Integrated Facility Services contract bids.

Key achievements

- *Successfully co-developed, launched and marketed the ISS Group strategy driving revenue growth of 54% and increasing operating margin from 5.6% to 7.1% while increasing multiservice penetration by 8%*
- *Created, managed and implemented a Worldwide rebranding of the company following the creation of the new Group Strategy.*
- *Directed marketing operations in a number of subsidiaries and acquired companies.*

Apr. 2002 - Jan. 2004 Corporate Information Manager, ISS A/S

Location: Primarily Copenhagen, Denmark

Responsible for the ISS Group marketing, communication and knowledge management initiatives, ranging from general websites to knowledge management platforms and customer extranet.

The job also covered branding responsibility and online marketing initiatives.

Conceptualisation, creation and execution of the annual ISS Group Strategy Conference was also part of this position.

Key achievements

- *Marketed and managed the online platform, generating an increase in qualified traffic of 400% over 1 year.*
- *Successfully implemented the ISS Group Marketing System, generating estimated annual cost savings of € 800K while increasing output significantly.*

Mar. 2001 - Apr. 2002 Online Manager, ISS A/S

Location: Primarily Copenhagen, Denmark

Responsible for the conceptualisation, creation and implementation of the worldwide ISS Group online communication and marketing platform, including websites, content management systems, financial applications and other online marketing and communication solutions.

Key achievements

- *Conceptualised, created and implemented a Worldwide Internet communication solution going live with the first country websites within 6 months.*
- *Successful Worldwide roll-out of the solution to all (36) ISS country operations within 1 year.*

Jun. 1998 - Feb. 2001 **Founder and General Manager, Advanced Internet Design Lda.**
Location: Lisbon, Portugal
 (2 full time staff + 2 freelance employees)
 General Manager for the company.
 Responsible for all customer contact, sale and delivery of consultancy services and online marketing solutions.
 The company delivered strategic consultancy as well as development of online marketing solutions, special software applications and related services. I was personally the main performer of the consultancy services, while the remaining team developed the technical solutions.
 When I decided to move my career to Denmark, I executed the sale of my business to Portuguese investors.

Key achievements

- *Successfully built the company from the ground to a portfolio of customers and a recognised name in the local market.*
- *Made a profitable exit after almost 3 years of exciting and educative business experience in a foreign country.*

Formal Education

1998 - 2000 **M.Sc. in Business Management and Marketing**
 Instituto Superior de Gestão in Lisbon, Portugal.

1995 - 1998 **B.Sc. In International Business Administration & Modern Languages**
 Copenhagen Business School, Copenhagen, Denmark.

1990 - 1993 **Student from N. Zahles High School**
 Private High School, Copenhagen, Denmark
 Mathematical line, focusing on Business Economics, Social Science and Mathematics.

Languages

Language	Spoken Level	Written Level
Scandinavian	(Danish) Mother Tongue	Excellent
English	Fluent (Negotiation level)	Excellent
Portuguese	Fluent (Negotiation level)	Good
French	Good	Average
German	Average	Average
Spanish	Basic	Basic

IT Qualifications

Super user of all standard Microsoft applications, as well as skilled user of a variety of other software packages including graphics programs, CRM software and others. Generally a high level of technical understanding and in-depth knowledge of programming and hardware for all purposes.

Interests

My sporting interests range from Golf to Windsurfing and Alpine Skiing. I keep myself fit in the gym and always enjoy a sporting challenge. I enjoy cultural experiences and travelling, exploring food, people, art and architecture along the way. Furthermore I have a passion for cars, science, technology and design as well as other fine things in life.