



Jeanne Christensen

CERTIFIED BOARD DIRECTOR - STRATEGY ADVISOR -
INTERNATIONAL DEVELOPMENT - ESG FACILITATOR

PROFILE

Danish national with 30+ years of executive experience and 3 years as a NED, primarily within the cosmetics industry.

I have successfully scaled profitable brands in international omnichannel distribution, creating value for both large corporations and founder-led start-ups.

I thrive in dynamic settings, energized by collaborating with passionate people, sports, and family time.

CONTACT

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EDUCATION

- 2021:** Finance for executives HEC-Paris
- 2015:** International Directors Program-Certified, INSEAD (board training program)
- 2013:** Business Development à l'International, HEC-Paris
- 1994:** Geprüfter Pharmareferent (Medical Adviser)
- 1989-92:** Diplôme de l'Ecole Européenne des Affaires EAP Paris/Oxford/Berlin (ESCP)
- 1987-89:** Akademieøkonom, Niels Brock International Business School (Copenhagen)

LANGUAGES

- Native:** Danish
- Fluent:** English, German and French
- Good:** Italian

BOARD PROFICIENCIES

STRATEGIC OVERSIGHT & PURPOSE-DRIVEN GROWTH

Applies a structured, hands-on approach to guiding corporate and brand strategy, aligning with long-term vision and ESG principles.

Impact: Acquisition of competitor (EBITDA +5 points), implementation of purpose-driven ESG strategy.

INTERNATIONAL MARKET EXPERTISE & RISK MANAGEMENT

Insights into EMEA, Americas, and Asian markets, leveraging multicultural consumer understanding to identify growth opportunities, mitigate risks, and define market entry strategies.

Impact: Revised distribution model (CA +20%/4,5 points margin improvement).

PRODUCT DEVELOPMENT & INNOVATION

Guide product and brand strategy development, aligning with market needs to optimize global launch success and enhance B2C performance.

Impact: Corporate rebranding, signed Nagoya protocol.

TALENT MANAGEMENT

Built high-performing multicultural teams and leveraged expertise to support board-level talent strategy and alignment, including the recruitment of top executives (CEO/COO/CMO).

BOARD POSITIONS

- 2023 -** Member of **Biokoume** advisory board (natural active ingredients)
- 2022 -** Member of **BrandFix** board (Danish branded private label cosmetics)
- 2021 -** Member of **RAMPAL LATOUR** Strategic Orientation Committee (French producer of solid cosmetics)
- Member of **AIMEE DE MARS** advisory board (fragrance start-up)
- 2022-23** Chair of the **RAZ Skincare** board (Danish natural skin care products)
- 2007-20** Member of **LEA NATURE** cosmetic board (organic cosmetics)

PROFESSIONAL EXPERIENCE

2007-21 Groupe **LEA NATURE, La Rochelle, French market leader in natural & organic products (€ 400 mio.)** www.leanature.com

- International Marketing Director (cosmetic) (2020-21)
- International Development Director (cosmetic, food & health supplements) (2012-20)
- Marketing Director Cosmetics (2007-12)

2003-06 **Oriflame Management SA, Brussels, Direct sales cosmetic company (€ 765 mio.)** www.oriflame.com

- Global Product Marketing Manager

1999-2003 **Coty Beauty (Coty INC), Paris, Global fragrances & colour cosmetic company (€ 2.1 bn)** www.coty.com

- Various positions from International Brand Manager to International Marketing Director

EARLY CAREER

Began career in 1992 in Germany as a product manager for 2 years within a pharmaceutical company (Menarini) followed by 4 years with Schwarzkopf Professional as an international product manager.