



Heidi Ahlefeldt-Laurvig

BOARD PROFILE

15+ years experience in C-level positions in International and Danish companies (COO/CMO/CCO).

10+ years experience in non-executive positions.

MBA | Board Education | Part of Dis Fremtidensbestyrelse Member @bestyrelsesforening @bestyrelseskvinder

PROFILE

- **Dynamic Portfolio Career:** Blending executive leadership as COO/CMO, academic insights as a censor at Copenhagen Business School, experience as a board member, and expert consultancy. This combination leverages my industry knowledge and perspectives to grow business and educational excellence.
- **Strategic Executive Leadership:** Over two decades of C-level experience, driving operational excellence and strategic transformations in changing international business environments.
- **Proven Track Record in Scaling and Turnarounds:** Demonstrated ability to lead companies through startups, scale-ups, turnarounds, and transformations, optimizing capital structures and streamlining operations while mitigating risks.
- **Market Expansion:** Practiced internationalization in 20+ years, expanding business operations across multiple countries, adapting to diverse market conditions, channels, and regulatory landscapes.
- **Innovative Revenue Generation:** Passion for identifying and developing new revenue streams through market analysis, customer-centric product development, branding, and digital transformation.
- **Commitment to Governance and Oversight:** 15 years as a non-executive director, providing strategic oversight, fostering corporate governance, and ensuring sustainable growth strategies.
- **Industry-Wide Engagement:** Active roles as jury member for prominent industry awards, advisory board member and speaker for the Brand Leadership Community, and academic censor @CBS, enriching leadership with the latest industry trends.
- **Philosophy of Continuous Learning and Improvement:** Curiously engages with professional bodies and thought leadership forums to stay at the forefront of strategic leadership and board governance.

COMPETENCIES

- **Strategic Vision and Foresight:** Sets long-term goals align with the overall business strategy, foreseeing industry trends and potential disruptions while ensuring short-term revenue delivers cash flow.
- **Financial Acumen:** Strong grasp of financial reporting, budgeting, and funding strategy for financial health and risk management.
- **Crisis Management:** Skills in identifying, assessing, and mitigating potential risks and crises to safeguard assets and reputation.
- **Operational Insight:** Experienced in operational management, offering data insights and hands-on plans as strategies to improve efficiency and effectiveness.
- **Sales & E-commerce:** Proficient in contract negotiation, lead generation, CRM, and full-scale e-commerce business.
- **Digital Transformation:** Expertise in digitalizing business processes and models, integrating AI and new technologies while securing a data-driven culture.
- **Change Management:** Ability to lead and manage organizational change, ensuring that transformations are implemented across the entire value chain to align with corporate objectives.
- **Branding and Marketing Strategy:** Strong branding and strategic marketing capabilities, enhancing brand equity and customer loyalty through innovative marketing strategies and positioning.
- Currently building skills within **ESG and Cybersecurity**.

DETAILS

Copenhagen

+45 81759440

heidiahlefeldt@gmail.com

LINKEDIN

[Linkedin Profile](#)

WHAT I BRING

A DNA of adaptability, strategic insight, and execution.

Support in navigating rapidly changing business landscapes.

Reliable guidance with hands-on reality through any scale-up, business transformation, or new technologies.

Performance with a passion for creating value monetarily and ways to improve society.

BOARD EXPERIENCE

We Are Cube

An Influencer Agency

May 2024-

Kinraden

Sustainable Jewelry

Dec 2023-

Økonomisk Ugebrev

Media & Subscription

May 2022-

Brand Leadership Community

Community

2020-

Venstre Hørsholm Board

Political division

Feb 2011-Apr 2012

Økonomisk Ugebrev

Media & Subscription

Mar 2010-Feb 2012

SECTORS

Consumer & Luxury Goods, E-commerce, Retail, Media, Life Science, Telecom, and Consulting.