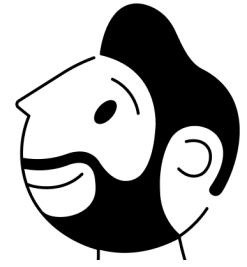


Name Anders Tilsted
Date of Birth October 28, 1974
Nationality Danish
Language Danish (Native), English (Fluent) & German (Hausgebrauch)
Mail at@massive.dk
Phone (+45) 26 27 44 11



About Anders

I am one of those rare people with an innovative, entrepreneurial and creative mindset that can go from A-Z.

With me you get excellence in:

- Project selling and product launches
- A customer centric mindset - understanding end-user needs
- Taking feedback directly to business units and management for decision making and to the developers for implementation
- Developing solid go-to market strategies
- Creating strong client and partner relationships
- Startup thinking and methodology
- Increasing selling and revenue

That means I can deliver the entire project from design to initial cold calling to get the first meetings, understand end-user needs, innovate, talk to developers, deliver the project, support the client, follow up - and do the up-sell.

Or I can seamlessly become a part of a business unit with specific tasks and goals.

Work style

I have an open and positive mindset that helps me understand underlying structures and opportunities. I can open doors like few others. This supercharges my networking skills and enables me to create deep and real connections. I am able and willing to challenge conventional thinking from an open and curious mindset. My superpower is combining products, services and selling.

But do not be fooled by my positive outlook and mindset. I am always in problem solving mode. My workstyle is grounded in years of experience with IT-management, CRM/Project management systems and higher education. I work very structured, systematically and deliver on time and as expected from a senior position. I have worked throughout Scandinavia, Germany and Switzerland.

I work hard - and I play hard - but try to keep the smile on everyone's faces.

Personality

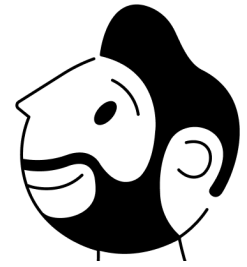
Positive, curious, creative, competitive, determined & driven.

Education

2005 – 2007 HD(O), HD part II - Organization & Management, Copenhagen Business School
2002 – 2003 BA (hons) Business Administration, De Montfort / Niels Brock
1998 – 2000 Innovation & Entrepreneurship, Niels Brock
1993 – 1995 HF, HF 2p, Gladsaxe Gymnasium
1991 – 1992 High School Senior, Benedictine Military School. Savannah, Georgia, USA

Work Experience

For complete walk-through, please visit: <https://www.linkedin.com/in/tilsted/>



My journey has been marked by a series of pioneering initiatives, from mobile development projects to implementing go-to-market strategies and even launching the Danish National Championship in Potato Peeling as a Gorilla Marketing campaign. I made mobile payments and loyalty programmes before MobilePay was launched and have helped Tryg launch their first mobile app. In 2010, I implemented unique QR codes on all GN products worldwide, directing users to mobile-optimised websites, as gn.com was not mobile ready. In 2020, I was ahead of the curve again, securing the domain and strategy for seo.ai, before all job applications and SEO.text were written with chatGPT. My latest venture into the realm of AI + 3D printing is a testament to my ongoing commitment to exploring and harnessing the latest technological advancements.

My ongoing exploration of technology illustrates my eagerness to navigate uncharted territories and harness the vibrant potential of emerging trends with creativity and enthusiasm.

Consultant with a strong go-to-market focus (1996 – present)

MASSIVE | Working with a range of start-ups, scale-ups and mature companies

Co-founder (2021 - present)

3D actions | Combining the worlds of AI and 3D print - dollface.ai/3Dpet.ai

Founder (2012 - 2018 & relaunch 2022 - present)

I ♥ Mobile | Mobile first development and focus. Concepts, responsive and native Phone/Android apps. Selected clients: Tryg, GN & Nicotinell (re-inventing Mobile Copenhagen). *Silent partner.*

Partner (2022 – 2024)

chefmade | turn-around pre-covid and buyout - website, seo, strategi, support and sales

CEO (2020 – 2021)

SEO.dk | Turn-around strategy for strategic sales and partners for SEO.DK. Re-launch and release of software platform + StoryBase.com & concept for SEO.AI.

Restaurateur (2017 – 2020)

Hotdogs & Beers | Kødbyen – Meatpacking district (boyhood dream). 180 seats in summer season and 22 employees.

Co-founder (2009 – 2012)

DEL-BAR | Gorilla Marketing and Social Media Agency

Innovator (2010 – 2011)

Tryg Forsikring | Support, develop and review projects and business processes. Consulted and lead in the release of Tryg's first app.

Director of IT [Customer Care Manager] (2006-2009)

Agillic | Introducing a new Partner Strategy. Development Teams located in Copenhagen, Kiev and Lahore.

Integration Coordinator [Account Manager] (2003-2006)

Speednames Business International | Responsible for Scandinavia, Germany, Austria and Switzerland. Work Language English and German.