

Lars Gram
Søborg Hovedgade 171, 2tv
DK-2860 Søborg



Cell: +45 2988 2825
Email: lars.gram@gmail.com

Curriculum Vitae

Resumé

Born 1954 in Odense, Denmark, education as Bachelor of Science, Economics, at Syddansk Universitet. Since 1980 I have been working in sales and marketing positions in both national and international companies. My key experiences are sales and marketing management and international communication. Besides that I have a number of operative competencies including CRM, CMS, PR, ERP and social media - and my approach is basically hands-on and do-it!

More details and several recommendations are available on LinkedIn:
- <http://dk.linkedin.com/in/larsgramcopenhagen>

Work

2011 January

GramCPH
- Owner

Management consultancy on communication, marketing, PR and social media.

2001 January

Software AG - 10 years
- Head of Marketing Nordic, Benelux, Israel, Turkey & South Africa
- For 2 years I also managed Professional Services, i.e. tech services

As member of the Global Field Marketing management group I implemented integrated online marketing programs in a number of countries - this included establishing metrics for lead generation effectiveness. In this position I managed employees in 8 countries.

Being the intermediate between corporate marketing and a number of markets I successfully integrated create once/repeat many principles increasing the ROI on national marketing efforts.

- 1999
February **Computer 2000 Denmark A/S (now Tech Data) - 1½ year**
- Business Manager, Storage Products
- Responsible for managing the IBM PC sales and establishing a new business unit for storage products. The company is a distributor and focus was on effective operations in a low-margin market.
- 1998 February **Sale4Sale ApS - 1 year**
- General Manager
- Sale4Sale was as medium-sized Navision dealership with challenges. I got the fundamental operations procedures shipshape including basic finance routines. Negotiated with shareholders, vendors and creditors and finally prepared the company for sale - all this while keeping good, productive relations with the revenue generating people!
- 1989 May **Compaq Computer A/S - 8 years**
- Sales and Marketing Manager, 1993 appointed Marketing Director
- As employee no. 3 I was a member of the management group that established the PC-company Compaq in Denmark and moved it from a revenue of DKK 0 to DKK 1 billion. The initial 4 years I was responsible for both sales and marketing.
- 1985 April **Berendsen Computer Products (Sophus Berendsen A/S) - 5 years**
- General Manager
- P&L responsibility for distribution company that was part of the Sophus Berendsen Group. Main business was distribution of hardware and software for the emerging PC platform. Berendsen Computer Products was profitable for 4 consecutive years under my management. A notable success was the introduction and distribution of the PCPlus financial software.
- 1984 October **Hi'tec Miljø & Data - 6 months**
- Sales Consultant in IBM PC dealership selling SMB solutions
- 1980 March **Rex-Rotary International Corporation - 3½ years**
- Sales Manager, Sales Trainer - office copiers and printers
- Other**
- 1997-2001 **Member of the city council in Farum (V)**
- Chairman of the planning committee
(formand for Planudvalget)