



**VIBEKE HARTKORN, EXECUTIVE COMMUNICATION ADVISER**

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**OVERVIEW OF CAREER**

- 2021 → Chairman of the Board for NS System A/S
- 2021 → CEO and co-owner of Hartkorn Communication Aps (a part of A. Ibsen Holding)
- 2007 → Founder and Communication Advisor, Vibeke Hartkorn Communication
- 2019 → Advisory Board member Selection F
- 2019 -21 Advisory Board member Mandag Morgen Media
- 2016-18 Advisory Board member Berlingske Business Kvinder, Berlingske Media
- 2010 → Advisory panel member Roskilde University, RUC Communication Institute
- 2013 Published author, Danish Psychology Publishers, DPF
- 2013 → Board of Directors member NS System A /S
- 2011-15 Board of Directors member Strategihuset I/S
- 2007-08 Board of Directors member Board Governance
- 2008 Freelance journalist career magazine Community, Community Press
- 2007-08 Freelance journalist career magazine CV, Aller Media
- 2007 Published author, Schultz/Gyldendal Business
- 2006 Published author, Schultz/Gyldendal Business
- 2001 → Freelance moderator of business conferences and debate moderator
- 2001-07 Journalist and news anchor at TV-avisen Danish Broadcasting Corporation, DR News
- 1997-01 Journalist, news anchor, news editor TV Danmark Østjylland
- 1995-97 Journalist, documentary director ANR (now Nordjyske Medier)
- 1995 Journalist, freelance documentary research
- 1994 Journalist, researcher, Danish Broadcasting Corporation, Århus
- 1992 Journalist intern, Danish Broadcasting Corporation, Århus

## RESUME

- Educated for TV broadcasting and film production.
- Television career for 16 years in journalistic jobs as a TV broadcasting, journalist, newseditor and news anchor.
- After founding communication consultancy, also trained in Denmark and in USA as a coach, for strategic board work, within corporate communications and relational psychotherapy.
- Multiple involvement in start-ups and pioneering companies, e.g. establishment of a regional TV news station, as well as two career magazines, and as a sparring partner for the start-up of several business networks.
- Author of three business books on impact, career, leadership and business communication. The first to develop communication methods in book form within the American leadership development architecture Leadership Pipeline (Charan, Drotter, Noel 2001)
- Guest lecturer at Danish universities and management training courses.
- Moderator of conferences and debate moderator approx. 5- 10 times annually.
- Lecturer and speaker on corporate communication, leadership, branding, PR, media positioning, powermen/powerwomen, customer and stakeholder communication, CSR, inclusion & diversity, business trends, growth mindset within the technological revolution.
- Since 2007 strategic developer of internal communication and communication advisor for Executive Management Boards in Danish and international companies, as well as communication trainer and management coach for hundreds of executives at C-level. Focus on developing companies' ability to brand and communicate purpose, value creation and business strategy. Board member in start-ups, as well as private and public companies since 2007, and strategic advisor to boards.

## COMPETENCIES

- Organisational development: assessment, succession, employee and management development
- Board work: cooperation, composition, turn around, M&A, growth strategy
- Business development: concept development, strategy development, market analysis and trends, customer insight
- Consulting: internal and external communication, branding, PR, PA, executive management, global trends
- Journalism: keynote speaker, moderator, dissemination to TV, radio, and magazines. SoMe strategy and dissemination
- Teaching: presentation and communication methods and communication theory to develop and facilitate workshops and courses for workplaces and education.
- Personal development: coaching, growth mindset, EFT, EMDR, mindfulness, assertiveness.
- Languages: English and Danish fluency in writing, speaking, comprehension and presentation. Swedish, Norwegian fluent in understanding, reading. Presentation in "Scandinavian". German basic comprehension and reading. French light comprehension.

## EDUCATION

2020	ICF certified coach, Frontsetter
2019	Perception camp, Michael Grinder & Associates
2018-19	EFT Emotionally Focused Therapy certificate, Washington Training Institute/ICEEFT
2018	EMDR High impact mind course, ComPsyc
2009	Nonverbal Communication + Group Dynamic courses, Michael Grinder & Associates
2011	Dialogue First conflict communication course, Washington Training Institute
2007-09	Chairman + Strategic Boardroom board education, Board Governance
2007-08	Systematic coaching, 3 courses for individuals and teams, Attractor/ Rambøll
2001-06	DR internal courses in interview techniques, presentation methods and rhetoric
1992-94	Tv- and film education, TV Basic Århus Amt. speciality in journalism
1990-91	Preparing courses for journalisthøjskolen
1982-85	High school specializing in community studies and languages, Aalborg Katedralskole
1983	Alliance Francaise student, Belgium

## 2007→ COMMUNICATIONSADVISOR, COMMUNICATIONSCOACH AND LEADERSHIP COACH

Vibeke Hartkorn Kommunikation was established in 2007 and is a network-based consultancy firm that advises and solves communication tasks for companies that want to strengthen internal communication business strategy, relations and position in the public and has clients in a wide industry spectrum - for 15 years, for example:

**IT:** Microsoft, IBM. **Industry:** Grundfos, Ecco, NS System, Oticon, Global Connect, Coca Cola, Carlsberg.

**Retail:** Aldi, Stark, DK Company. **Organisations:** DIEH (Danish Centre for Ethical Trade Ingeniør Foreningen DA, IT Brancheforeningen, Dansk Industri, Egmontfonden. **Financial sector:** ATP, Danmarks Eksportkredit, Danske Bank, Saxobank. **Televirksomheder:** Telia, TDC. **Medical industry:** Novo Nordisk, Lundbeck, Ferring, Radiometer, Genzyme. **Public companies:** Københavns Kommune, Kolding Kommune, Odense Kommune, Danmarks Grundforskningsfond, RUC, CBS, KU. Forbrugerombudsmanden.

**NGO's:** Dansk Folkehjælp, EccoWalkathon, Foreningen Grønlandske Børn, Young Global Pioneers, Fuldkornsmærket. Etc.

## 2007→ BOARD AND ADVISORYBOARD MEMBER

- As a board or advisory board member experience in strategic development and execution of organisation and sales, export establishment, start-up, turn-around, M&A and financial crisis situation, as well as understanding market development and global trends,
- As Chairman of the Board, establishing partnerships, external networking, board collaboration with value creation methods and meeting management, owner leader development and sparring

**Startups:**

**2007-08 Board Governance A/S:** Board training and board certification. Chairman Flemming Lindeløv. Board competences; development of business focus and strategy, organisation and branding in public.

**2011-15 Strategihuset I/S:** social consultancy developing co-creation between civil society and public institutions. Chairman: Søren Thorup BDO. Advisory board competences: product development, strategy development, branding, sales strategy to public institutions.

**2016-18 Berlingske Business Women, Berlingske Media:** business woman network. Advisoryboard competences: member strategy, product development, branding.

**2018 Mandag Morgen Business Women, Media House and Think Tank Mandag Morgen.** Chair Lisbeth Knudsen. Advisoryboard competences: member strategy, product development, branding

**2019 Selection F:** recruitment platform for boards with a special focus on finding women for boards. Chair former Prime Minister Helle Thorning Schmidt. Advisoryboard competences: PR and branding, market development strategy and customer/candidate strategy.

**Public company:**

**RUC, Roskilde University:** Advisory panel for the Communication, Science and corporate Institute 2013-2016. Chair Helle Ørsted. Name changed in 2016 Communication and Humanistic Science Institute. Chairman Claus Niller Nielsen.

**Advisory panel competences:** development of the Advisory panel's collaborative power and work focus, development of the Institute's national and international branding, advice on market value of existing and potential programmes measured in terms of workplace requirements for graduates, as well as

**Private company:**

**NS System 2013→** Board competencies: board succession development, strategic focus and collaborative power, customer segmentation, business analysis, organisational development, branding and marketing. The Board's strategic focus has been an export strategy establishment in 4 countries as well as automation and digitalization of the business. Particular challenges have been steering the company up against the competitive landscape with new sales organisation and sales strategy, development of new market opportunities. Elected Chair of the Board by owner in January 2021 after effectively managing the board since 2018. Focus on managing the company successfully through the international Covid situation (annual results showed a doubling of revenue in 2021) as well as initiating acquisitions and partnerships as levers for growth.

**Board Advisor:**

Furthermore, advisor to numerous Chairmen and boardmembers since 2007, as well as development and facilitation of strategy workshops for boards and advisory boards.

**1992→ JOURNALIST CAREER** (with periodic responsibility for operations, budgets/staffing/project and concept development)

Worked within all genres of journalism and editorial management: youth programmes, documentaries, daily news and talk shows, and provided articles for magazines and newspapers

**2007→ Freelance journalist**

- 2019 DI BUSINESS <https://www.danskindustri.dk/di-business/arkiv/nyheder/2018/12/debat-tre-rad-til-dig-der-vil-fremme-kvinder-i-ledelse/>
- 2018 Documentaries, RUC: portraits of well-known alumni on the occasion of RUC Communications Institutes 40<sup>th</sup> anniversary <https://www.youtube.com/watch?v=gtviCH3rUJA> + [https://www.youtube.com/channel/UC\\_HOTY6eOxCWptXlvB9tSiQ](https://www.youtube.com/channel/UC_HOTY6eOxCWptXlvB9tSiQ)
- 2010-11 Columns, Børsen [https://borsen.dk/opinion/blogs/author/7291892/vibeke\\_hartkorn\\_kommunikation.html](https://borsen.dk/opinion/blogs/author/7291892/vibeke_hartkorn_kommunikation.html)
- 2008 Documentaries, Street Kids International, Eccowalkathon <https://www.youtube.com/watch?v=SqhnTBIowNc>
- 2008-09 Articles, careermagazine CV, Aller Media
- 2007-08 Articles, careermagazine Community, Community Press [https://issuu.com/ingaeglite/docs/community\\_women\\_no\\_1](https://issuu.com/ingaeglite/docs/community_women_no_1)  
(page 55-61)

**2001-07 TV journalist, national state-owned media group Danish Broadcasting Corporation**

National news anchor, talkshow host, debate anchor and editor Tv Avisen/DR1, Deadline 17/DR2, 19Direkte/DR1 (Danish

Also reporting from national elections and charity shows, as well as directing documentaries about the US Presidential election campaign in 2004. Awarded best new national tv anchor in 2001 and best new national anchor in 2003.

**1997-01 Tv journalist, private-owned TV company TV Danmark Østjylland (part of the international TV channel SBS)**

News anchor, debate editor, documentary director, editorial secretary and interim managing news department director for 35 employees: technical, journalistic (closed down in 2003.) Responsible for a daily 30 min. news programme and 10 biannual documentaries. Also managing editor and interviewer of two documentary programmes in the year 2000 with H.M. Queen Margrethe of Denmark in celebration of her 60 year birthday, which were also sold at the Tourist Information of the Municipality of Aarhus.

**1995-97 Tv journalist, private-owned production company ANR Film – and TV production (now Nordjyske Media Company)**

Managing editor and director of the TV documentary series "Inheritants" about the families behind top Danish privately owned companies.

**1994 Tv journalist, national state-owned media group Danish Broadcasting Corporation**

Researcher and journalist the youth programme "Zig-Zag", DR Århus

**1992 Journalist intern, national state-owned media group Danish Broadcasting Corporation**

Journalist intern various tv shows, DR Århus

**GUEST LECTURER**

- 2015→ Aros Kurser, Medietræning
- 2008-09 V Faktor Lederuddannelse for kvinder
- 2007-08 Board Governance bestyrelsesuddannelser
- 2010-11 Global Communication RUC, Institut for Kommunikation
- 2016-17 Public Affairs og Public Relations Københavns Universitet, Institut for Statskundskab

#### AUTHOR OF BOOKS

- *Powerwomen* Schultz Forlag/Gyldendal Business 2006
- *Powermen* Schultz Forlag/Gyldendal Business 2007
- *Communication for all leadership levels – make people follow you*, DPF 2013  
<https://www.youtube.com/channel/UCipmwGcwUjgVurdkn3skPkw/videos>

#### BOOK PARTICIPATION

- *When women negotiate- at work and in private*, Mette Rix, Gyldendal Business 2009
- *Design din fremtid*, Soulaïma Gourani, Gyldendal Business 2019
- *Job joy*, Jobindex 2020  
<https://www.jobindex.dk/jobglaede/jobglaede-er-alles-ansvar-ogsaa-dit-som-medarbejder?lang=da>  
+  
<https://www.jobindex.dk/jobglaede/oensker-du-mere-jobglaede-i-dit-team-vaersgo-at-saette-stemningen-med-disse-6-raad?lang=da>  
+  
<https://www.jobindex.dk/jobglaede/5-raad-saadan-undgaar-du-at-blive-en-chef-der-gaar-over-graensen?audiencetagid=3>

#### BUSINESS NETWORKS

- 2020 → Board Network
- 2018 → DI Rådgiverne, DI Handel, Danish Industry
- 2016 → Berlingske Business Kvinder + Mandag Morgen Business Kvinder
- 2011 → NEW, Network of Executive Women
- 2011-16 KVINFO's mentor network
- 2011-13 WOI, Women of Influence, Heidrick & Struggles
- 2009-11 VinderKvinder

#### HUMANITARIAN AMBASSADOR

- 2010 → Dansk Folkehjælp [www.folkehjaelp.dk](http://www.folkehjaelp.dk)
- 2010-12 Erhvervsnetværket KFI, MS Action Aid [www.kvinderforindflydelse.dk](http://www.kvinderforindflydelse.dk)
- 2009-12 Fuldkornsmerket [www.fuldkorn.dk](http://www.fuldkorn.dk)
- 2007-10 Eccowalkathon/ Street Kids International [www.eccowalkathon.dk](http://www.eccowalkathon.dk)

## PRIVATE

Born and raised in Hasseris, Aalborg, in a family that worked in the hospital sector as a bio analyst and doctor, close to grandparents who were the town's Chief of Police and active in humanitarian organisations locally.

Hobbies as a child: badminton, taekwondo, tennis, painting, scouting and school theatre.

Former resident of Mols Bjerge establishing a family and a bonus mother to two school attending, now grown-up children. Today living in Copenhagen, and married without children to Anders Uffe Ibsen, partner in Leadership Pipeline Institute an international consultancy for leadership development <https://leadershippipelineinstitute.com>

Interests: film, business books, brain research, psychology, hiking, gourmet food, travel, humanitarian work.

## PORTRAYED IN THE MEDIA selected few

2019	INSPIRE MONDAY PODCAST <a href="http://helenarisager.dk/2019/02/04/podcast-med-vibeke-hartkorn">http://helenarisager.dk/2019/02/04/podcast-med-vibeke-hartkorn</a> (1.DEL) <a href="http://helenarisager.dk/2019/02/18/5554">http://helenarisager.dk/2019/02/18/5554</a> (2.DEL)
2018	FEMINA <a href="https://www.femina.dk/g/kendte/vibeke-hartkorn-jeg-synes-der-er-brug-en-motiverende-opsang-til-kvinder">https://www.femina.dk/g/kendte/vibeke-hartkorn-jeg-synes-der-er-brug-en-motiverende-opsang-til-kvinder</a>
2016	DJØFBLADET <a href="https://www.djoefbladet.dk/Artikler/2016/12/Kom%20ud%20af%20komfortzonen.aspx">https://www.djoefbladet.dk/Artikler/2016/12/Kom%20ud%20af%20komfortzonen.aspx</a>
2014	APPETIZE <a href="https://issuu.com/dna1/docs/appetize_2014_01/18">https://issuu.com/dna1/docs/appetize_2014_01/18</a>
2014	TV2 NORD <a href="https://www.tv2nord.dk/hjem-til-jul/hjem-til-jul-vibeke-hartkorn">https://www.tv2nord.dk/hjem-til-jul/hjem-til-jul-vibeke-hartkorn</a>
2012	APPETIZE <a href="http://www.lcf.dk/vibeke-hartkorn-hvor-du-fra-jeg-er-fra-aalborg/">http://www.lcf.dk/vibeke-hartkorn-hvor-du-fra-jeg-er-fra-aalborg/</a>
2008	FLYAWAY <a href="https://issuu.com/cimbersterling/docs/flyaway-1-2008-vibeke-hartkorn">https://issuu.com/cimbersterling/docs/flyaway-1-2008-vibeke-hartkorn</a>

## PARTICIPATION IN ENTERTAINMENT PROGRAMMES

2015-19	<i>Den Korte Radioavis</i> , Radio 24/7
2010	<i>4 stjerners middag</i> , Kanal 5
2007	<i>Zulu Djævleræs</i> , Tv2 Zulu
2006	<i>Klovn</i> , season 6, Zentropa
2005	<i>Dolph &amp; Wulff i Afrika</i> , DR (Danish Broadcasting Corporation)
2005	<i>Negermagasinet</i> , DR
2003	<i>AHA</i> , DR
2003	<i>Dilemma</i> , DR