

# PROFILE



**Astrid Jørgensen**

[astridjorgensen.com](http://astridjorgensen.com)

[linkedin.com/in/astridjoergensen/](https://www.linkedin.com/in/astridjoergensen/)

## **Strategic Advisor, Consultant and Board Member with strong Subscription and Media expertise**

**Proven results** from 5 years as **Commercial Director (CCO)** at Denmark's largest newspaper, Politiken:

- Growth in both revenue and margin via digital and organisational transformation and a strong subscription strategy ensuring the same contribution from a digital subscriber as from a print subscriber
- P&L responsibility for the largest business unit (Politiken) in JP/Politikens Hus Media Group. Biggest in terms of revenue, margin and employees (350 FTE).
- Strategic and organisational development
- Strategic media group investments in IT and digital development and infrastructure

### **Chairperson of the Board of Directors**

- B2B verticals for professionals, *Monitormedier*  
Growth from 2 to 9 digital publications (3 -> 35 employees), outsourcing of sales, internationalisation strategy, etc.
- Media startups: Magazines 'Food' and 'History' *Politiken's Udviklingselskab*

### **External examiner**

- Copenhagen Business School (CBS)
- Aarhus BSS (School of Business and Social Sciences at Aarhus University)

## SUBSCRIPTION BASED BUSINESS MODELS & USER AND CUSTOMER NEEDS

- Expert in subscription models / *recurring payments*, BtC and BtB
- Customer journeys; sales, retention (habit building and loyalty) and winback
- Uncompromisingly focused on user needs (*jobs to be done*) with customers and end users to redeem value
- Packaging / bundling
- Pricing
- Customer satisfaction

## DIGITAL TRANSFORMATION & STRATEGY

Experience with *people, process, product* in digital transformation at all levels:

- Strategic ownership
- Tactical and operational execution
- Mapping resource and competence needs and organisational adaptation
- Multidisciplinary product teams with a mandate create the best solutions

My digital background in both tactical, operational and strategic responsibilities provides an experienced compass for digital development and transformation across disciplines:

- Program manager for the replacement of the subscription system for the entire media group, JP/Politikens Hus
- +6 years as IT project manager, e.g. for the rollout of SingleSignOn in JP/Politikens Hus (Medielogin). Certified SCRUM master and PRINCE2.

## MANAGEMENT EXPERIENCE

- Strategic business management, preferably in complex digital and / or organisational transformations
- Creates and facilitates *high performing teams* via deep interpersonal understanding of group dynamics
- Change management, culture changes and bias management in legacy cultures with strong formal and informal power
- Psychological security, strength-based management, strong interpersonal communication
- Managerial and employee development regardless of profile, talent and level

- Diversity strategy and action plans enabling change
- Equal pay model across numerous collective agreements and management contracts
- Chairperson of the Board of Directors for working and value-creating boards

## STRONG NETWORK IN...

- Media
- Telco
- Finance and insurance
- IT and SAAS, not least payment and subscription platforms
- People & Culture
- Energy
- Consulting
- Life science
- Member organisations, trade unions
- Subscription businesses
- Recruitment
- Retail
- Professional boards members

## PROFILE & COMMUNICATION STYLE

- Strong stakeholder management
- Great relationship builder
- Excellent written and oral communicator
- Responsive and curious
- Authentic
- Interconnecting and bridging professional disciplines
- Enabling people to succeed through trust-based leadership

## LANGUAGES

- Mother tongue: **Danish**
- Professional: **English, French, Norwegian and Swedish**
- Capable: **Italian and German**
- Tourist: **Spanish**