

Astrid Jørgensen

Commercial business development. 5 yrs P&L @ Politiken
Recurring revenue business models, BtB & BtC: Subscriptions,
X As A Service, Service Level Agreements, membership, et al.
Digitalisation and digital transformation of legacy industries
Ensuring the board's customer centric perspective



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I have been leading a successful commercial subscription development and digital transformation in a very challenged industry. My experiences are applicable across industries, not limited to media. Keys in my board work are:

Commercial, recurring revenue and digitalisation

BOARD EXPERIENCE & EDUCATION

Chair of the Board, *Monitormedier A/S*

JUNE 2019 - AUGUST 2024

Nine digital specialist media for professional players in the private and public sector. Rare media growth story, both nationally and internationally

- Sales outsourcing: From lack of results to growth over budget
- Acquisition and integration of a market competitor (Kulturmonitor)
- Strategy development: International expansion

Chair of the Board, *Politikens Udviklingsselskab A/S*

JUNE 2019 - AUGUST 2024

Magazines, Politiken Historie (2017-2024) and Politiken Mad (2019-2020). Development, launch, operation. Shutdown of both due to missing results.

Board Education, *CPH Business Academy*

NOVEMBER-DECEMBER 2023

Basic board responsibilities. Grade: A (DK: 12)

CV CONDENSATE

Director and founder

Astrid Jørgensen Consult, astridjorgensen.com

SEPTEMBER 2024 -

Independent strategic advisor, consultant and board member

- Subscription based business models / recurring revenue
Senior associate consultant: [Subscribe](#)
- Digital transformation
Associate consultant: [Globeteam](#)
- Leadership, behavioural design, organisational development

PROFILE & STRENGTHS

Trustworthy relationship builder and stakeholder manager.

Creates business value via commitment, responsiveness, clear communication and strong ability to bridge professional disciplines.

Curious, authentic and smiling. Known for ensuring psychological security - and for high spirits and loud laughs.

Passionate road and gravel cyclist 🚲

LANGUAGES

Danish (mother tongue)

English (professional)

French (professional)

Norwegian (professional)

Swedish (professional)

German (competent)

Italiensk (competent)

Spanish (tourist)

Senior associate consultant: [bro kommunikation](#)

- **International [partnership](#)** with former Chief Consumer Officer, New York Times and former CEO and Editor-in-Chief, Aftenposten and VG.
- **External examiner [Copenhagen Business School \(CBS\)](#) and [Aarhus BSS](#)**, (organisation, marketing, communication, branding, business development, strategy, management, et al.)

Commercial Director, Politiken

JUNE 2019 - AUGUST 2024

P&L responsibility for Denmark's largest newspaper, Politiken, childrens' newspaper Børneavisen and, as **Chair of the Board**, Monitormedier and Politikens Udviklingselskab. 350 FTE, hereby 170 in commercial departments.

In direct reference: Customer Director (subscription revenue), Advertising Director, Head of finance and CEO and Editor-in-Chief for Monitormedier.

Subscription and digital transformation

International *best in class* financially sustainable digital media transformation. Growth in revenue and margin despite structural changes from print to digital. Pricing, bundling, sales, customer journeys, retention, win-back, et al. Steering group leader for the implementation of a **new subscription billing platform** across the entire JP/Politiken Media Group (Ekstra Bladet, Jyllands-Posten, Watch Medier, Politiken, et al.)

Diversity, Equity & Inclusion (DEI)

Proven results on gender diversity and equal pay. New salary model '*equal pay for equal functions*' across four union agreements and management contracts.

Head of Sales and Marketing / Head of Digital, Politiken

MARCH 2017- JUNE 2019

Responsible for Politiken's **subscription revenue BtC & BtB and marketing**

Portfolio Manager, Bonnier Publications

SEPTEMBER 2015 - MARCH 2017

Digitally and commercially responsible for eight magazines in five countries.

Head of Commercial, Ekstra Bladet

JUNE 2013 - AUGUST 2015

Development and launch of Ekstra Bladet's digital subscriptions. **Initiator of international paid content network** with BILD (DE), VG (NO), Aftonbladet (SE).

IT-project manager roles, JP/Politiken Media Group

SEPTEMBER 2007 - JUNE 2013

JP/Politiken Media Group (2013): **Group Single Sign On, Medielogin**.
Ekstra Bladet (2009-2013): **Backend** – primary schools football tournament
Management trainee (2007-2009): Politiken Publishing House, TGT travel portal, Politiken local newspapers, Ekstra Bladet.