



My name is Dorte Krogh. I am a bridgebuilder between culture-transformation, strategy, designtools and concept development. I help companies, leaders and employees to work for future needs and oppertunities of digitalization, new technology, and leader-development principles.

Since 2011, I've been working as a self-employed management consultant, focusing on culture-transformation and leadership development. Originally, I'm educated as graphic designer and has as a entrepreneur been running my own design studio for 20 years.

Dorte Krogh

November 2018

I contribute with my approach, experience, competencies and the person I am.

I'm described as a visionary fighter with a sound base. It motivates and drives me to gather people for purpose and goal. Finding power in the visionary and turn it to strategic tools and every-day actions. From research, further-looking, concept development, project leading, implementation and anchoring. The one does not work without the other.

I'm an uncomplicated person, who's comfortable in dialogue with both management, leaders and employees. I can take the stage, give a good speach and a presentation. And it is great joy, when I can help others to walk these steps.

Combining the humble and energetic to inspire on how to anchor culture cross countries, and contribute on growth for both vision and business, is where I make a difference.

Background

Working with culture transformation, I se culture as a driving force for creating value. It's my vision that companies will take culture leadership and well-being just as serious as the traditional bottom-line. References: ie. Mærsk, NRK, Carlsberg, and DesignMuseum Danmark.

Alongside I run an empiric research program called the CULTURE-nomad. By informal talks with owners, leaders and employees on effect their culture has. I gives stories, insight and amazing findings (possitive and negative) about teamwork from C-level to ground floor.

I know what it takes to be persistent, enduring and self-motivating, as I ran my own graphic design studio www.krogh.dk, through 20 years, working with small and larger brands as Royal Copenhagen, Danisco, PenSam, Royal Greenland a.o.

Taking initiative to Danish design association, being international jury member and writing a Harvard business case was natural for me, as well as being in the board of "Viden-center for god arbejdslyst" and to build Bestyrelseskvinder in east of Denmark.

Kind regards Dorte Krogh

RESULTS AND SUCCESS STORIES / CULTURE TRANSFORMATION

- NRK** (NO) Vision and value process as foundation for strategy and new visual brand profile. NRK still after five years work successfully with openness, courage, trustworthy throughout the organisation.
- MÆRSK** (DK) Work with global sales-masters in becoming strong role-models in 12 local clusters, so they could foster new Global sales-masters, part of success was to make them stay by inner motivation and work different and more value based with their KPS's.
- Agito** (DK, NO, SV) Leadership-vision, co-work and cross country culture building, concept and brand story. Concept, self-understanding and brand story to be renewed. In the process efficiency, was needed to go up, as well as way the leadership team, viewed and worked with their employees.
- Plantui** (FI) Values, Culture, leadership, founding team, brand-definition, engage business partners and venture capital funds, as well as leadership guidance. I contributed with network for dealers in Denmark and participated in presentations for Venture capital funds too. Plantui is sold in 22 countries, raised 1,4 mio €, and was recently sold to German Bosch.
- DMD** New CEO. Programme with leadership-vision, leadership development, co-work cross organisation, coaching and anchoring value, culture and work behaviour. Designmuseum Denmark has since 2014 had an income increasing from 14,7 mio dkk to 25,2 mio dkk in 2018. They still grow, and have received several awards the last few years.

INITIATIVES, with results that gave contributing to larger meaning

- Design Danmark** As a board member of Danish Designers I took initiative to establish what is now known as Design Denmark. Gathering the 12 largest design studios in Denmark lead to a significant role for design and a voice to claim the business effect that design has as a tool for improving business.

HARVARD BUSINESS CASE / Moods of Norway. After joining Harvard Business School, I took initiative, and was co-writer on a Harvard Business Case for the Norwegian brand Moods of Norway. The case included their entrance on the American market. Moods was awarded "Business of the year in Norway" in 2013.

- ICOGRADA** Selected to represent six countries on General Assembly in Havana, giving a speech and advocate for unifying the international design organizations globally.

RESEARCH, the Culture-nomad

Visiting +12 companies for 2-4 months of empiric research, as a "fly on the wall" More than 200 informal dialogues with owners, leaders and employees. Deep insight and understanding about the connecting dots between motivation, meaning, strategy, leadership, management and results.

LEADERSHIP It has been a huge privilege / a "gift-of-life" to work with the people who's been involved in Krogh&Co Design Studi. They joined and extended my dream and vision for so many years. And today, being able to work with the learned skills and experience in new ways, makes me feel humble and proud. As a leader, I know, that trust is something, you earn.

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Side 2

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DESIGN

Educated as graphic designer. Owned and led a design studio www.krogh.dk from 1993 until 2011 where I sold it.

Selected Clients/Results:

Royal Copenhagen: More than 10 years of co-work, with several highlights, as launch Blue and Black Mega Mussel, Revitalised Flora Danica, Launched cash cow Urban Living, that transformed RC into a new modern area.

Danisco: Developing and launch new visual identity in transformation process from Danisco to Dupont. Global introduction and anchoring to key employees.

PenSam: Visual identity to work with and understand new position in the market, ("from members to clients") A new understanding for both employees and clients.

Royal Greenland: New visual identity, as well as training internal graphic designers to be design-masters. We also used the process, to break down silos and change the workflow cross organisation.

Unomedical. Seven years of co-work, with user-insight and visual graphic communication that improved teaching processes and programs for American nurses, and it helped to lower the margin of failure significant. At the same time we reduced production cost of packaging.

BUSINESS EXPERIENCE

- 2013 – Culture transformation, management consultant and leadership guidance / CULTUR-nomade. Certified GAIS consultant (digital tool to measure culture).
- 2012 – 2013 Reflection / Pit stop after the sale of Krogh&Co Designstudio. Foundation for decision on working as culture transformation strategist
- 2011 – 2012 Account director Design / Sold Krogh&Co Designstudio to Sylvester Hvid
- 1992 – 2011 Founder and owner of Krogh&Co Designstudio. 12 employees + 5 freelancers. Drift, Sale, Leadership, Concept development, Design, Profile. etc.
- 1990 – 1992 Educated graphic designer and leader on Christianshavns Reklamebureau.

EDUCATION AND COURSES

- 2018 - CBS Executive Copenhagen: SMV BOARD-education.
- 2017 - Copenhagen Summer University: Kierkegaard, Leadership and 3g.coaching.
- Certified "Arbejdslystkonsulent" KRIFA's Videncenter for God Arbejdslyst.
- 2014- 15 - Haugli&Upprad, Oslo: Coaching, culture, teambuilding and leadership.
- Souleima Gourani and Lisa Witter, Copenhagen: Public Speaking.
- 2013 - Open University Copenhagen: Philosophy Logic / 1.
- 2010 - British Design Business Association, Manchester, Re-Imagining Leadership.
- 2008 - Harvard Business School, Boston, Business Perspective for Creative Leaders.
- 2004 - ICIS, Denmark. 5 weeks. Internationalisation Internationalization and professionalization for designers.
- 1989 – 92 - Education as graphic designer, "Den Grafiske Højskole" Copenhagen.

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BOARDS, AND JURY WORK

- 2018 – - Board member and member of Bestyrelseskvinder / East of Denmark
- 2017 – - Advisory Board member, KRIFA, Videncenter for “God Arbejdslyst”
- 2016 – - Mentor at SCION DTU MIT-Program for several high-tech companies. One finalist at Danish Tech Challenge.
- Advisory Board member, BARBRO Shoes (BarbroShoes.com)
- 2012 - NHO, Norwegian entrepreneurship competition. Jury member.
- Jury member, Norwegian Entrepreneurship competition (NHO)
- 2008 – 2011 - Design Denmark. Board member. And initiator.
- 2007 – 2010 - Norwegian Design Counsel. Jury member through 4 years in graphic design and visual communication. During that period, we evaluated approx. 280 Norwegian business cases from strategy to brand.
- 2005 – 2008 - Danish Designers, Board member. Create an industry association for designers in Denmark as well as working to unite all the design organisations globally.

MEMBERSHIP AND NETWORK

- 2017 – - Viljestyrken.dk / for former elite-sports. Created by Jonathan Løv.
- 2017 – - Ambassador and public speaker for the danish stutter organisation.
- 2016 – 2016 - Ambassador for A Race Against Breast cancer.
- 2012 – - Member of MAIA, Norwegian Business network. The only Dane in the network.
- 2008 – 2012 - Presidents Club, Group 19
- 2005 – 2009 - Initiator of DOT Designers of today. A network of 40 designers, that donated 2,000 design hours to Unicef Denmark at their 40 years anniversary.

PERSONAL AND LEISURE

Age 53, lives in Frederiksberg with my son Simon (20).

Leisure: Kayak, a little running and winter bathing. For holidays, I prefer Nordic outdoor.

I’m engaged where I am: Being active is for me a natural part of living and being present. I’m good at establishing contact-making meetings among people. During several years I’ve worked with mental training and coached of young volleyball players. As a relative I’m ambassador for The Stuttering organisations of Denmark.

Youth: I grew up in Randers, and spend numerous of hours on a shooting range with my father, which resulted in more than 10 years on the Danish National squad, winning a number of national, and a few international medals. I still like to win – but today I’d rather see those I help on the podium.

Integrity, respect and trust are among my values.
I consider myself as a desent, positive and brave person.

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