

MADS SONNE BREMHOLM
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LINKEDIN.COM/IN/MASOBRE/

Certified "impact business developer" with focus on:

- Benefits in a environmental, social and financial context.
- Impact assessment.
- Employee engagement/ advocacy.



PODCAST:

How do I combine **business development, art production, meditation and sustainability?**

Take a listen here: bit.ly/TASP_MSB

PODCAST: Think and Speak Positive/S1E3

WORK EXPERIENCE:

FOCUS: SOCIAL MEDIA, CONTENT MARKETING & STRATEGY

TITLE: HEAD OF SOCIAL MEDIA
TIME: 2020 (JUNE -
COMPANY: THEONEINITIATIVE.ORG

FOCUS: UX/UI + IMPACT BUSINESS DEVELOPMENT

TIME: 2020 (MARCH)
COMPANY: GO-IMPACT.CO

FOCUS: COMMUNICATION + FUNDRAISING

TIME: 2019 (DECEMBER)
COMPANY: SAFEWATER

FOCUS: DATA MANAGEMENT

Title: Biddesk assistant (back-office)
TIME: 2012-2018
COMPANY: ALSO.dk

FOCUS: DIRECT/ONLINE MARKETING + SEO

Title: Graphic designer
TIME: 2007-2012
COMPANY: Ambition.dk + dgs.dk

FOCUS: WEBDESIGN

Title: Webmaster
TIME: 2004-2005
COMPANY: Daells-bolighus.dk

FOCUS: MARKETING

Title: Desktop publisher + Art Director
TIME: 1996-2003
COMPANY: Republica.dk + Pixelsogdots.com

CERTIFICATIONS:

SUSTAINABLE BUSINESS CHANGE MANAGER

TIME: Februar-Juli 2019
Project: "Sustainable Technology - how can a marketleading, global ICT distributor unlock the business opportunities within the framework of Sustainable Development Goals.

DIGITAL MARKETING

TIME: January - February 2019
Digital Marketing (10 ECTS, grade: B)
Topics: usability, media channels, KPI's, customer journeys & content marketing.
@ITU-cation.dk + @GoogleSuccesOnline

CONSUMER NEUROSCIENCE & NEUROMARKETING

TIME: Marts 2015
An Introduction to Consumer Neuroscience & Neuromarketing
@Copenhagen Business School

..but what about the things,
I have not learnt yet?

"Begin anywhere".
John Cage

CONVERSATIONS | KPI'S | SUSTAINABILITY

Conversations are direct or indirect interactions with brand - and is often based upon values & purpose.
I enable **interaction** between brand and audience on a **strategic, analytical level**, where the topics are impact, brand/business development and at an **operational level** in form of visual communication, presentations, content marketing, logos, brochures & print material.



IMPACT BUSINESS DEVELOPMENT

I am a certified "**sustainable business change manager**" integrating sustainability and CSR as business drivers and business development strategies.

#ClearCommunication
#ClearPurpose
#Corporate Engagement
#Collaborative co-creation
#Impact
#Sustainablebusinessdevelopment
#SDG



GRAPHIC DESIGNER

Professional **graphic designer** since 1996, solving challenges for clients, which has resulted in interactions with the brand audience in formats and spaces such as:

#Webdesign
#Print
#Brochure
#Logos
#Marketing
#design
#UX

COMMUNICATION AS IMPACT

Skills used:

#contentmarketing
#impactbusinessstrategy
#AAARRR
#growthhacking



BACKGROUND:

ONEINITIATIVE.ORG are hosting the #nordicimpactbusinesssummit where companies delivering the most promising solutions of tomorrow, are matched and matured in collaboration with business angels, investors or venture funds. The aim of ONEINITIATIVE.ORG is to collaborate on solving the global challenges – while earning money.

Oneinitiative.org makes a difference by:

- mapping the ecosystem of impact investing.
- developing impactful companies.

thus increases:

- scalable & economic solutions for global challenges.

WHAT IS MY CONTRIBUTION?

I am levelling up my digital marketing skillset, develop methodologies, content planning and execution, strategies and KPI's in order to reach the business goals. It includes disciplines as:

- **Growth hacking (AAARRR).**
- **Content planning.**
- **Marketing automation and analytics.**



Download the
"Impact report
Nordic investors
2019" [here](#)

SUSTAINABLE
DEVELOPMENT GOALS

How do I contribute to sustainability?

A certification within sustainable business change management, with a solid methodology to drive valuable business development.

IMPACT BUSINESS DEVELOPER:

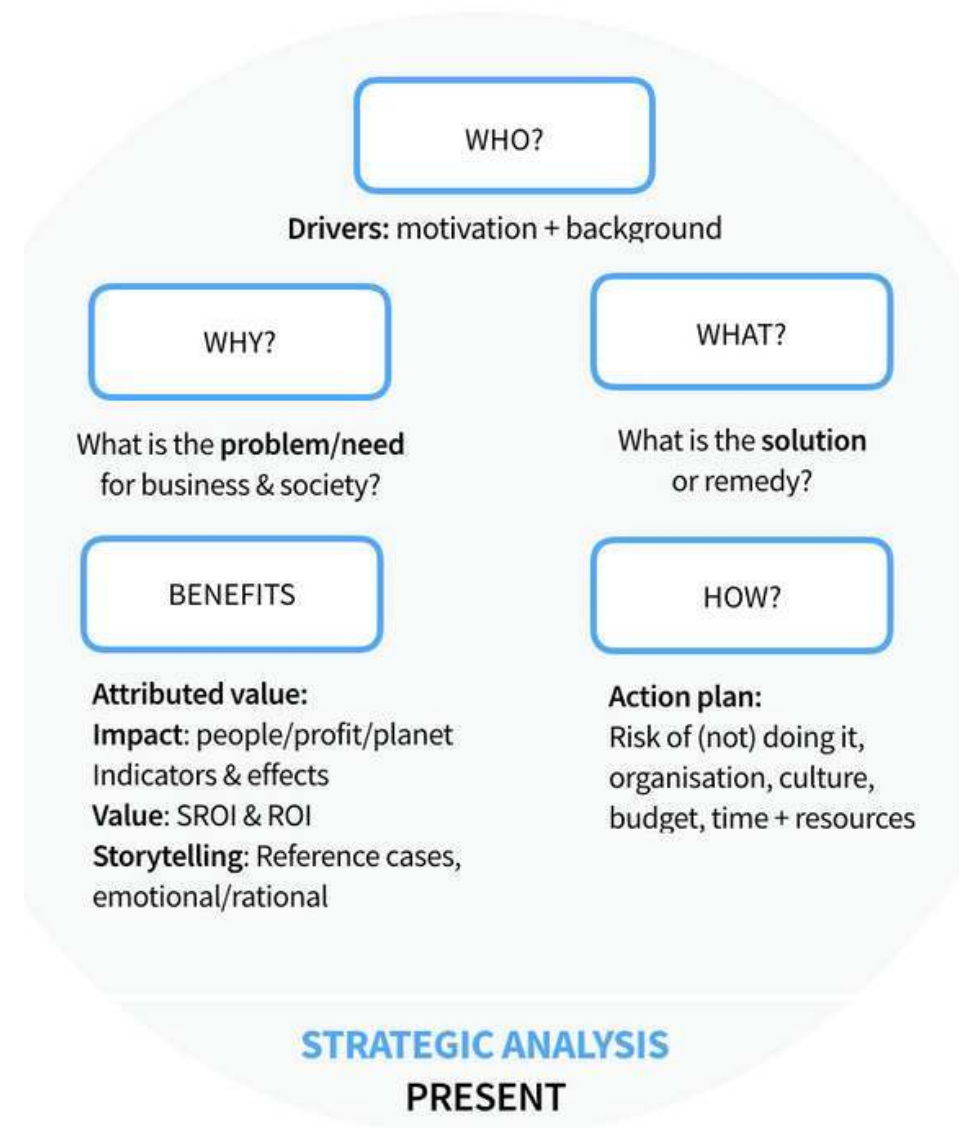
I am a certified **sustainable business change manager**, so I have a strong, academic methodology to ensure the future marketposition in which a business could be resilient and unlock the business opportunities within the Sustainable Development Goals (SDG)s.

METHODOLOGY:

I obtained the certification for a project for an international, market leader ICT distributor ALSO A/S and I used **business strategies, risk management and change management** as methods to illustrate how the company increase the market perception, increase the customer base, improved the market positioning, while maintaining the core business.

**SUSTAINABLE BUSINESS
CHANGE MANAGER:**

Certified by:



EMPLOYEES - ARE THE KEYS TO SUCCESS!

Our employees are the key to our success and we strive to continually invest and educate employees to harness their full potential and talent.

**- turn the key to open up
for new opportunities!**

FRONTPAGE FROM CASE
PROJECT: "**SUSTAINABLE
TECHNOLOGY**" - ALSO A/S

IMPACT BUSINESS DESIGN

"How much of the revenue can be traced to the company impact within the SDGs?..."

IMPACT BUSINESS DESIGN AS

#CLEARCOMMUNICATION#CLEARPURPOSE
#CORPORATEENGAGEMENT#SUSTAINABLEBUSINESS
CHANGEMANAGEMENT#CERTIFIEDEXPERTISE
#COLLABORATIVE CO-CREATION#IMPACT#SDG

How could 380 million potential end-customers buy sustainable ICT?

IMPACT BUSINESS DEVELOPMENT:

Skills used:

#businessdevelopment
#CorporateEngagement
#Collaborative co-creation
#Changemanagement



**THE
TECHNOLOGY
PROVIDER**

BACKGROUND:

ALSO A/S is a market-leading ICT distributor:

- **4000 employees**
- **110.000 buyers**
- **660 vendors**
- **Global reach: 380 million end-customers**
- **9,2 billion EUR i net sales (2019)**

with vendors such as HP, Samsung and Lenovo and buyers like Dustin, Atea who sells to end-customers, public bids and retail.

THREATS & WEAKNESSES:

According to the Annual report 2018, the **threats** related to sustainability are "**lack of experts**", when its being unable to attract talent or retain employees with necessary IT skills.

A **weakness** is "**image of industry**", which could be based on the fact that in the public eye, and thus externally, a lack of being vocal about responsibility and, as a minimum, acknowledges the impact in a financial, societal and environmental context.

SUSTAINABLE TECHNOLOGY

Sustainable Business Change Management diploma

SUSTAINABLE TECHNOLOGY:

The integration between IT and sustainability can be achieved by doing **MORE, and DO better** and ensuring that one's core business and revenue streams are "future-fit" when megatrends/societal pressure drives a behavioral change for the end-user.

Some key themes were:

- **Return of experiences** - What is the end-customers experience, when the "true cost" has been paid for virgin ICT products?
- **Impact Assessment** - How do you make an assessment for vendors, resellers and even end-customers?

SUSTAINABLE BUSINESS CHANGE MANAGER:

Certified by:

CLEAR PURPOSE

RETURN OF EXPERIENCE

MARKETS OF CHANGE

NEEDS

Involvement and participation

Transparency and fairness

Ethics and responsibility

MARKETS

Hybrid markets

Ethical consumption markets

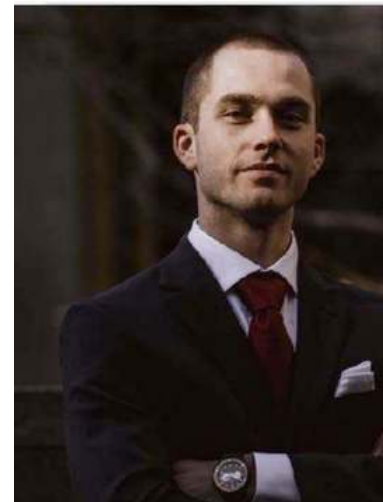
EXCHANGES

Information and actions

Value and money

CONSCIOUS CONSUMER

IMPACT



I have created **SUSTAINABLE GROWTH**, optimized and **SAVED ENERGY** and **REDUCED** the Co2 emissions.

My purchase also has a **NEGATIVE IMPACT** on the **ENVIRONMENT**, so I done **CO2 COMPENSATION** and in **PARTNERSHIP** donated to **STEAM EDUCATION** in Africa.

"I have taken a **conscious choice**, and have done my part for **responsible consumption**"



- **Collaboration** - What kind of businessdriven shared value collaborations/co-creations can be initiated?
- **Valuedriven business opportunities** -
- What kind of global challenges (SDGs) can create value for the stakeholders, shareholders, the society and the environment?



GLOBAL CHALLENGE & SOLUTIONS

**"Why still use
buckets for tran-
sporting and keeping
water free from
contamination?..."**

IMPACT BUSINESS DESIGN ENABLING
SOCIETAL AND ENVIRONMENTAL CHANGE

IMPACT BUSINESS DEVELOPMENT:

Skills used:

#marketing
#graphicdesign
#communication
#fundraising
#branddevelopment

Global challenges & solutions

WATER TRANSPORTATION

...this is AQUAID WATERBAG



SAFE WATER

- The water has to stored bacteria-free during its use.



BAG TO LATRINE

- After 5000L/365 days; or depending on the needs, the WATERBAG can be used as latrine.



WASTE TO FOOD

- Through autoclaving the waste can be converted into bio-mass, suitable for manure for the topsoil.
- Breaking the cycle of bacteria infecting the food and water.



AQUAID WATERBAG

- provides devices for storage and transport of drinking water, especially for the emergency and relief markets with lowest environmental impact.

AQUAID WATERBAG

- reduces water contamination during transportation from water tap to village or refugee camp. Furthermore, the water is well protected in the bag while stored until it tapped through an easy adjustable waterspout.



AQUAID WATERBAG:

Flexible and lightweight material, **more than 10,000** bags per tons.

Delivery by drones, reaching emergency zones in destroyed and otherwise inaccessible areas.

SUSTAINABLE DEVELOPMENT GOALS

A solution ready to scale

TRACTION - Q3 2020:

Aquaïd started cooperation with **Care Nederland** and is presently finishing field tests for optimizing the social impact, it can provide for end-users in Sudan, Yemen and Ethiopia.

Know more about [#fundraising#co-creation](#)
[#slidedecks#communication](#) [here](#):

IMPACT BUSINESS DEVELOPMENT:

Key findings:

[#Communication#marketing](#) of global, societal challenges [#fundraising](#)
[#valueproposition](#) HOW, WHY and WHEN [#strengtheningthebrandpromise](#)



Rob Fleuren:

Founder of
[Safewater/Aquaïd](#)

STATEMENT FROM AQUAID:

We have developed a product, but cannot move ahead without communication, marketing and strategy.

Mads has contributed a lot to marketing and communication and is really good at building a solid network of contacts, which can strengthen the product's business concept.

FOLLOW THE DEVELOPMENT:

LINKEDIN: **Aquaïd Water Transport Solutions**



CONNECTING THE DOTS

"The process from
an idea to fully
digital launched
product...
How might we?..."

IMPACT BUSINESS DESIGN AS..

#UX#UI#GRAPHICDESIGN#BRANDDEVELOPMENT
#PROTOTYPING#MARKETING#FUNDRAISING
#LEANUX #AUDIENCEMAPPING

IMPACT BUSINESS DEVELOPMENT:

Skills used:

#marketing
#graphicdesign
#UX #UI
#branddevelopment



BACKGROUND:

GoImpact.co is a platform, where the user is presented with various challenges, and earn SDGpoints, which can be converted into vouchers from the retail segment or donated to charity.

GoImpact.co makes a difference by:

- matching societal, global challenges
- consumer activism

thus increases:

- Donations to the NGOs
- Measurable and visible impact (sponsors & retail)
- Customer influx and economic growth in the sustainable retail segment.

HOW DID I PROVIDE VALUE?

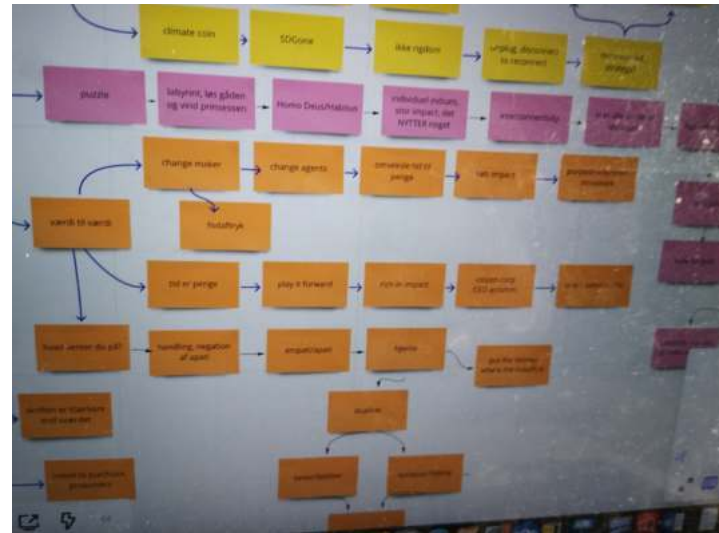
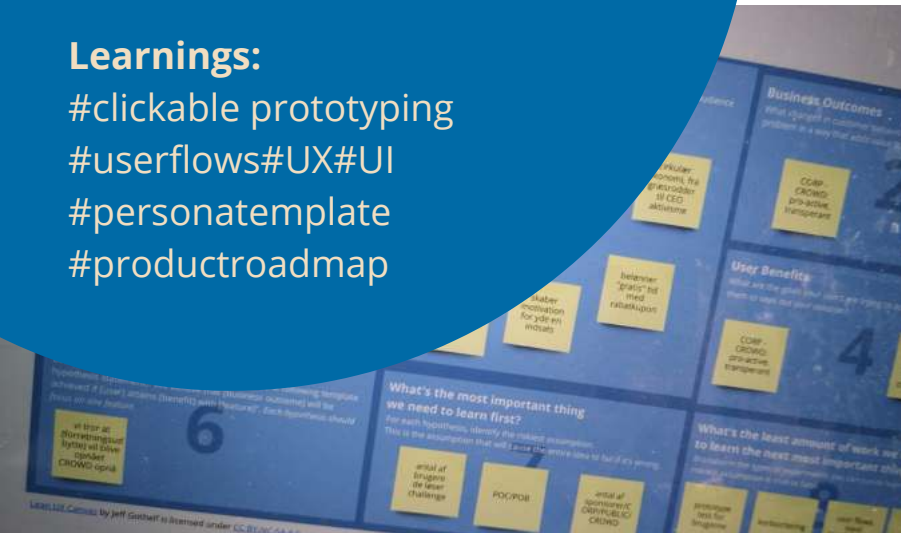
The company was an early-stage start-up, and I applied these skills:

- UX/UI
- graphic design
- brand development
- marketing
- fundraising
- in sales activities
- Strategy

IMPACT BUSINESS DEVELOPMENT:

Learnings:

#clickable prototyping
#userflows#UX#UI
#personatemplate
#productroadmap



RESULTS:

I gained insights on the discipline of **service product design**, and obtained knowledge on the different phases and the logical requirements from an idea to a finalised digital product, including activities as fundraising, pitch decks, UX, customer journeys, card sorting and UI, all done with dedication to the “**how might we..**” working method.

My journey onwards is to capitalize my learnings on a larger scale **#impact#business#development**, thus creating a **#sustainable**, positive change for the society, environment and businesses.

See the UX casestudy at: <https://bit.ly/GolImpactUX>

#Product roadmaps#LEANUX#frameworks #Brand thinkingCanvas#AudienceMapping #Persona templates



Johanna Englev:

Founder of
[GO-impact.co](https://go-impact.co)

STATEMENT FROM GOIMPACT.CO:

Mads is versatile, and has a wide range of knowledge and competencies in the graphic field, business development and #CSR, which he generously shares in a collaborative spirit.

Mads handles new challenges with curiosity and positivity. He is an accomplished team player and a cherished colleague.

COMMUNICATION & INTERACTIONS

"How can we
create awareness
of our brand and
connect with our
audience?..."

IMPACT BUSINESS DESIGN AS #GRAPHICDESIGN
#WEBDESIGN#PRINT#BROCHURES#LOGOS
#MARKETING#INTERACTIONSWITHAUDIENCE#ADS



COMMUNICATION & INTERACTIONS

Skills used:

#PrintDesign
#ArtDirection
#Branding
#Marketing



MED HINANDEN - FOR HINANDEN

Client: Danish Seniors (DANSKE-SENIORER.DK)

Audience: M / K, 55+

Media: Events, print

The purpose was to increase participation in activities, events and association days.

I also did the logo, letter templates, stationery, envelopes and business cards.



COMMUNICATION & INTERACTIONS

Skills used:

#prindesign
#artdirection
#branding
#marketing

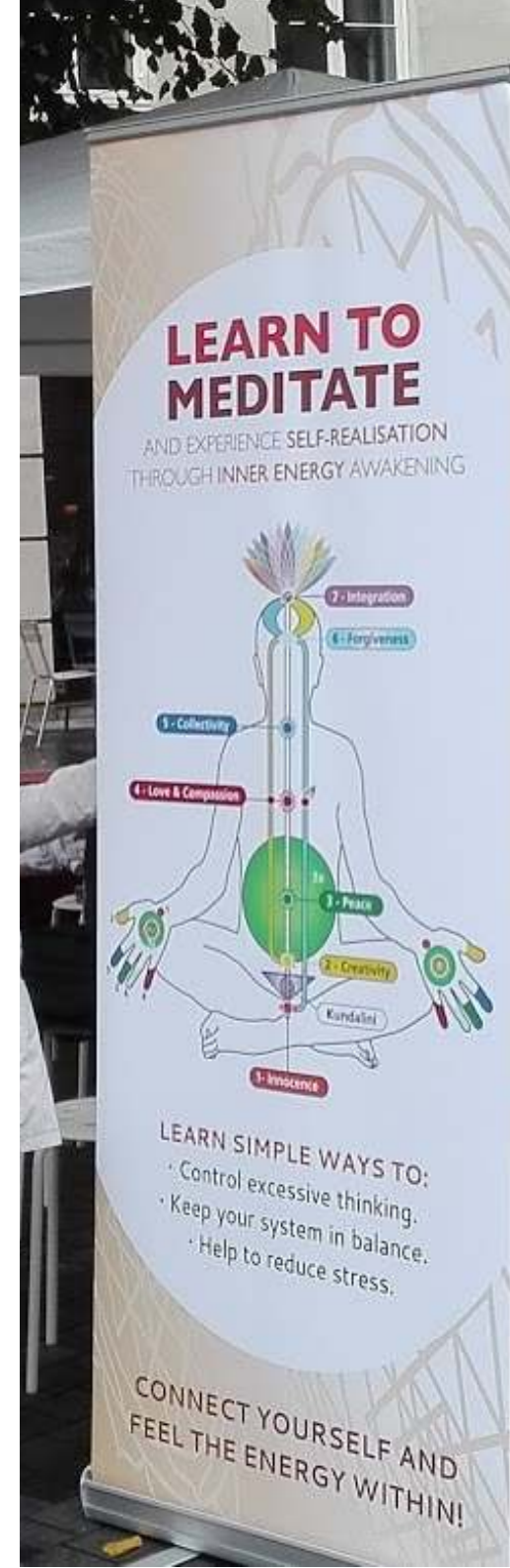
Client: SAHAJAYOGA.DK

Type: Flyers, roll-ups, online graphics

Target group: M/F, 20+

Media: offline + online, print

Online and offline promotion for different events, including an event with indian classical music, meditation and which hopefully inspired the audience to pick up or continue to meditate.



See more designs [here](#):

CONNECTING THROUGH ARTWORK

"Abstract letters, organic lines, illu- strations, murals & exhibitions..."

ABSTRACT LETTERS+DESIGN AS ARTWORK

#GRAFFITI#INTERNATIONALARTBOOK#CANVAS

#ILLUSTRATIONS#CORPORATEEXHIBITIONS

#MURALS#INTERIORDESIGN#BRANDEDCONTENT

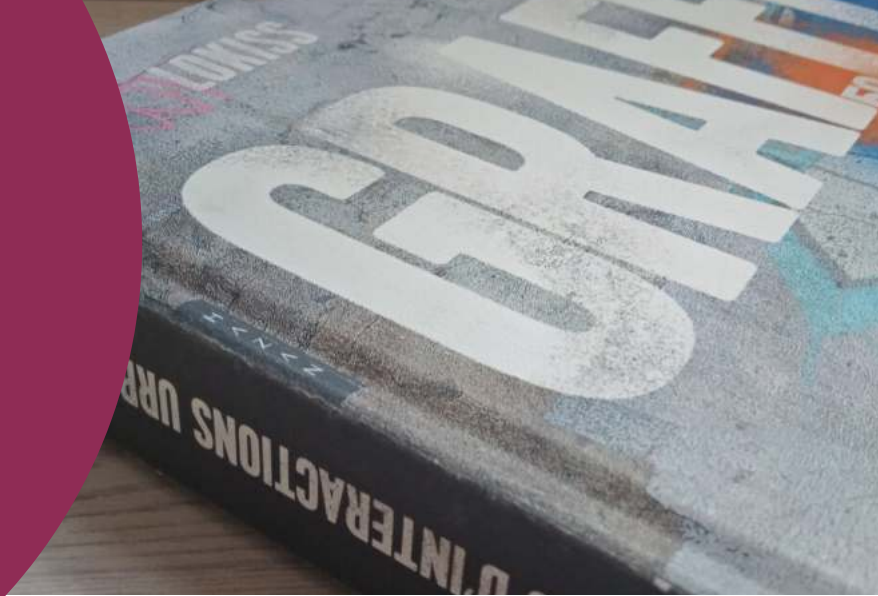


ARTISTIC OUTPUT:

MADSSONNE.DK

I have:

- Worked professionally and conceptually as a muralist.
- Contributed with artwork and copy in an international artbook, published by **HAZAN**, France.
- Had several art exhibitions in galleries and corporations.



GRAFFITI - 50 YEARS OF URBAN INTERVENTION

I am humbled to part of the book, where my words and works are featured alongside artists such as **DAIM**, **PEETA**, **MAD C**, **BATES** and other well known international artists.

<http://madssonne.dk/graf50/>

INTERNATIONAL MURALS

I have painted murals all over the world, enjoyed the vibes of being abroad and perhaps paint more freely and without pressure. I have brought my aesthetics to countries such as the UK, Russia, Viet Nam, Sweden etc.

<http://madssonne.dk/international-walls/>



EXHIBITIONS, CANVAS & ILLUSTRATIONS

I have had the option and blessing of sharing my work and exhibit my letterscapes in both public and non-public venues.

<http://madssonne.dk/exhibitions/>