



Europass Curriculum Vitae

Personal information

Surname(s) / First name(s) **Simonsen, Betina**
Address(es)
Telephone(s) +45 96166200 Mobile: +45 29 36 00 90
E-mail betina@innonetlifestyle.com
Nationality Danish
Date of birth 15.06.1965
Gender Female

Work experience

Dates January 2007 -
Occupation or position held Managing Director of Innonet Lifestyle- Interior and Clothing (www.innonetlifestyle.com)
Main activities and responsibilities

- The aim of the innovation network/ national cluster is to strengthen the work with innovation, internationalization and research-based knowledge within the creative industries, Interior and Clothing companies

Name and address of employer Innonet Lifestyle - Interior and Clothing, Birk Estate, Birk Centerpark 38, DK – 7400 Herning and at the Royal Danish Academy of Fine Arts & Design, Philip De Langes Allé 10, 1435 Copenhagen
www.innonetlifestyle.com
Type of business or sector Danish co-funded institute

Dates August 2004 – January 2007
Occupation or position held Director of Education at TEKO
Main activities and responsibilities

- Director of the course Design Technologist with the following specialties: Export Sales, Retail, Visual Merchandising, and Purchase.
- Director of the course Industrial Design with the specialties: Product Design, Brand Management.
- 35 subordinates.
- Development of courses regarding furniture.
- Responsible for the TEKO-analysis.
- Member of TEKO Seeds' steering committee.
- Member of TEKO's strategic management.
- Born Creative-Consultant (Danmarks Eksportråd) through TEKO's Department of B2B Activities.
- Responsible for internationalizing the courses and for establishing an international network.

Name and address of employer TEKO, Birk Centerpark 5, DK – 7400 Herning, www.teko.dk
Type of business or sector Danish Institute of Education

Dates July 2004

Occupation or position held Consultant for Boconcept

Main activities and responsibilities

- To make an analysis of activities in England

Name and address of employer BoConcept, Mørupvej 16, DK – 7400 Herning

Type of business or sector Danish furniture company

Dates May 2001 – June 2004

Occupation or position held Manager of Export for a sales organization in UK and the Irish markets. Stationed in London.

Main activities and responsibilities

- Sales and marketing. Establishment of a new sales channel regarding retail. Key Account Manager. Manager of the sales and merchandising team of 9 persons. Member of the management team in Denmark.

Name and address of employer Brandtex A/S, Nordlundvej 1, DK – 7330 Brande, www.brandtex.dk

Type of business or sector Danish clothing company

Dates March 1999 – June 2001

Occupation or position held General Manager of UK and Irish markets. Stationed in London.

Main activities and responsibilities

- Responsible for activities on the British and Irish markets. Establishment of sales office, sales team, and distribution. Member of the design team in Denmark.

Name and address of employer Södahl Design A/S, Skerrisvej 4, DK – 7330 Brande, www.sodahl.dk or www.brandtex.dk

Type of business or sector Danish textile company

Dates March 1992 – February 1999

Occupation or position held Manager of Purchase and Markets for the department of furniture and furnishing fabrics for Simmons Co. Ltd. Asia – producer of mattresses and importer of furniture

Main activities and responsibilities

- Purchase and marketing. Turnkey projects within furniture for the hospital and residential home sectors. Leader of the Nagano Olympic project – “Scandinavian House”.
- Establishment of licence production in Asia of leather furniture, development of products for key accounts, manager of the purchase and marketing team for Scandinavian furniture and textiles with 6 employees.

Name and address of employer Simmons Co., Ltd. Asia, www.simmons.com

Type of business or sector Private company textile and interior

Dates January 1998 – February 1999

Occupation or position held Manager of a Japanese Export project for Simons Co., Ltd. Asia

Main activities and responsibilities

- In cooperation with Takayama Furniture Manufacturer Association responsible for initiating export of Japanese furniture and textiles to Europe. Market analysis, distribution agreements, exhibition planning and participation

Name and address of employer Simmons Co., Ltd. Asia, www.simmons.com

Type of business or sector Private company

Dates March 1991 – February 1992

Occupation or position held Thesis sponsored by Fritz Hansen A/S - “Market analysis and possible establishment on the Japanese market”.

Dates August 1989 – September 1990

Occupation or position held Marketing coordinator, World Trade Centres Denmark

Main activities and responsibilities ■ Presentation of concept for potential investors as well as investigative activities. Cooperation with the main office in New York. Structuring and marketing of member services. Elaboration of all marketing materials and a newsletter.

Name and address of employer Kurt Thorsen Total Entreprise
Type of business or sector

Dates July 1988 – July 1989

Occupation or position held Manager of Marketing, World Trade Centre Portland, USA

Main activities and responsibilities ■ Establishment and marketing of member services. Elaboration of all marketing materials and a newsletter.

Name and address of employer Portland General Electric
Type of business or sector

Dates May 1987 – June 1988

Occupation or position held “Assistant Director”, World Trade Centre Tacoma, USA

Main activities and responsibilities ■ Establishment and marketing of member services. Elaboration of a number of seminars in cooperation with The Chamber of Commerce for smaller companies interested in export.

Name and address of employer Port of Tacoma
Type of business or sector

Education and training

Dates Jan 2009

Title of qualification awarded Strategic board member certificate
Principal subjects/occupational skills Has passed examination and been certified to hold professional board positions
Name and type of organization Board Governance in cooperation with Aalborg University
Providing education and training

Dates November 2005

Title of qualification awarded Accomplished the course “Team Potential and Team Management”
Principal subjects/occupational skills covered Is authorized to use Belbin’s Teamrole Concept and Belbin’s Team Analysis Tool Team Potential
Name and type of organisation providing education and training Potential ApS, Strandvejen 336, DK – 2980 Kokkedal

Dates June 1997

Title of qualification awarded Course in Marketing
Principal subjects/occupational skills covered Marketing by Philip Kotler
Name and type of organisation providing education and training American Management organization

Dates February 1992

Title of qualification awarded Master of Science – International Business
Name and type of organisation providing education and training The Business School, Aarhus now Aarhus University

Dates November 1991

Title of qualification awarded Master Courses

Principal subjects/occupational skills covered International Marketing and Regional Development

Name and type of organisation providing education and training Sophia University, Japan

Dates May 1987

Title of qualification awarded Bachelor of Arts

Name and type of organisation providing education and training The Business School, Copenhagen now Copenhagen Business School

Dates June 1984

Title of qualification awarded Upper Secondary School Leaving Examination

Principal subjects/occupational skills covered Physics and Mathematics

Name and type of organisation providing education and training Herlufsholm boarding school

Personal skills

Mother tongue(s) **Danish**

Other language(s) **English, Japanese, German and French**

Self-assessment

European level ()*

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C1 Proficient user	C1 Proficient user	C1 Proficient user	C1 Proficient user	C2 Proficient user
Japanese	B2 Independent user	B2 Independent user	B2 Independent user	B2 Independent user	

() Common European Framework of Reference for Languages*

Social skills and competences Mentor and board member in creative companies. Member of VL '9 innovation. Board member of Danish Design- and Architecture Consortium. Member of steering committees, adversary groups within creative initiatives and governmental organizations. Board member in ngo organizations.

Speaker on conferences about Scandinavian design, the Danish health system and market opportunities in Asia, in English and Japanese about innovation and entrepreneurship at several conferences and seminars.

Presentation at the EU Parliament to give a speech about the Danish fashion business' success and its possibility of becoming the 5th fashion cluster

Member of "Danish Chamber of Commerce" in Tokyo and London

Advisor on joint campaigns in Asia and Great Britain within fashion and furniture

Initiator of the first joint Danish furniture exhibition in Japan

Promoter and founder of "Danish Women in Design Network", UK

Intern at Nike, USA

Organizational skills and competences 20 years of managerial experience with a large international network. A creative, professional networker.

