

Accomplished and results-driven Senior Manager with a proven track record of leading high-performing software development and professional services teams. Extensive experience across diverse sectors, including retail, telecom, gaming, finance, insurance, and government. Expert in driving IT programs, streamlining processes, and consistently exceeding customer expectations while adhering to strict time and budget constraints.

Recognized for strong leadership, stakeholder management, and strategic planning skills. Adept at building enduring relationships with clients, vendors, and senior executives. Experienced in Agile methodologies and delivering scalable, innovative solutions in fast-paced, dynamic environments.

Results-driven and highly skilled decision-maker with a dynamic, motivated approach. Thrives in fast-paced environments, continuously learning and embracing challenges for growth. A commercially astute problem-solver with strong analytical and consultative skills.

PROFESSIONAL HISTORY

Procio Aps - Partner (2025–present)

- Leading business transformation for SMV clients with a focus on optimising operational processes and implementing digital improvements.

OpenBet - Head of Engineering / Senior Development Manager (2019-2025)

- Held multiple leadership roles within Product Engineering. Most recently the Mobile and Front-End engineering teams, overseeing the successful delivery of products to both existing and new clients. Prior to that, 18 months directing the trading and risk organisation, as well as the data solution platform. Initially joined as a Senior Development Manager, Leading the teams responsible for developing and implementing the Retail platform (SSBT/POS)
- Directed teams of 40–100 employees across multiple global locations, including the UK, Greece, Ukraine, India, and North America, comprising Delivery Managers, Solution Architects, Project Managers, Agile Delivery Leads, Software Engineers, and QA Engineers.
- Played a key role in introducing Large-Scale Scrum (LeSS) methodology, optimizing collaboration and delivery in a distributed organisation.
- Collaborated with the executive team to define vision, budget, roadmap, and product versions, ensuring tactical objectives were met or exceeded.
- Worked with architects and principal engineers to establish technical roadmaps that optimized new and existing technologies, aligning with overall product development strategies.
- Delivered state-of-the-art gaming software, achieving a market-leading position by processing over 65% of digital sports bets in the UK and 40% in the US.
- Championed team development through coaching, mentorship, and structured personal growth plans with quarterly reviews and Partnered with HR to recruit and scale teams effectively

Pitney Bowes Software - Manager Professional Services EMEA (2011-2019)

- Led and expanded the EMEA Professional Services team, delivering cloud and on-premise solutions in Location Intelligence, Predictive Analytics (Machine Learning), BI, Data, and MDM.
- Managed projects ranging from service engagements to large-scale implementations with 20+ team members, delivering solutions for major clients such as McDonald's, Shell, Sky, Zurich Insurance, and Canal+ across Europe, as well as in Nigeria, Kuwait, and Pakistan.
- Introduced and implemented Agile methodologies and standardized project frameworks, improving quality, efficiency, and customer satisfaction across the EMEA professional services division.
- Collaborated closely with Sales, defining revenue plans and utilization targets while ensuring objectives were consistently met or exceeded.
- Managed key accounts, driving high customer satisfaction, fostering long-term business relationships, and establishing strong foundations for future growth.
- Led team development through coaching, motivation, and structured development plans, including quarterly reviews and SMART goal setting.

- Oversaw the sales cycle for key projects and service RFPs, securing the largest single Professional Services deal in EMEA (\$3M+ service revenue).
- Worked with global teams to successfully deliver local projects by leveraging offshore development and QA resources.
- Recognized with multiple awards, including:
- Best Manager Award (Top 5% of 2,000+ managers at Pitney Bowes, 2017).
- EMEA Professional Services Person of the Year, 2012.

Ladbrokes Plc (Now GVC Holdings) - Director of Development (2009–2010)

- Oversaw Ladbrokes eGaming development operations, consisting of 100+ team members and contractors.
- Streamlined project workflows using Agile and Prince2 methodologies, enhancing productivity and delivery standards.
- Spearheaded outsourcing initiatives to optimize resource utilization and cost efficiency.
- Effectively managed multiple vendors to deliver complex software programs, ensuring alignment with business requirements, timelines, and budgets

Motricity Inc (now Voltari) Director, Customer Solutions (2007-2008)

- Led EMEA development and QA teams, delivering mobile software solutions within the telecom sector.
- Surpassed P&L targets (+\$5M) and achieved a record-breaking performance year in 2007.
- Led multiple software engineering teams across London, Seattle, and Rotterdam, overseeing the development of products and integration services using Agile methodologies.
- Established offshore teams in Bangalore, significantly improving global delivery capabilities.

Orbis Technology (now OpenBet) – Manager (2004–2006)

- Managed software development and integration services for online gaming and casino platforms.
- Cultivated international client relationships, driving business growth across China, Australia, and Europe.
- Oversaw project forecasting, risk management, delivery, monitoring, conflict resolution, and continuous process improvement to ensure successful outcomes.
- Led RFP responses, including preparing proposals and delivering presentations to company directors, recommending tailored solutions and business strategies.

INOPI A/S – Partner (1997-2004)

- Co-founded and scaled a start-up, achieving fivefold growth in three years.
- Defined strategic and operational product roadmaps, earning IBM's Distinguished Achievement Award in 2002.

EDUCATION, CERTIFICATIONS AND PERSONAL INFORMATION

- Degree in Computer Science (Datanom) from Copenhagen Business School, with focus on IT Management, Strategy, Software Development and Project Management & Delivery.
- Certified Project Manager (PMI from the Danish Leadership institute now Mannaz)
- ITIL certified from BCS
- Fluent in English and Danish. Proficiency in Swedish and Norwegian.