

JEFFERY HANSEN

Full Stack Innovator - Strategy, Tech & Humans

Van Den Hautelei 47,
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Belgium

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About Me

Seeking employment in the field of corporate innovation in the product management segment. I have acquired deep insight into user-centered innovation management in the new product development process through my work experiences, training, and education. I am prepared to learn new skills quickly and handle tough challenges. Educated with MSc. Business Administration and Economics - Management of Innovation Processes and have BSc. Market and Management Anthropology. I have a diverse background residing in many countries around the world (Asia and Europe). I look forward to helping companies innovate the best way possible.



Experience



Venturesight

Foresight Analyst (2018 - Present)

- *Futures Research: trend research, analyze pattern/systemic thinking, spot whitespaces*
- *Future Scenario Design: Models mapping out opportunities, evaluate probability scenarios, communication, and storytelling*
- *Venture Concept Design: new business models/product, documenting societal assumption, tangible futures.*
- *Foresight Team Design: Team composition development, train skills in foresight/ trend monitoring/ trend analyzing, stakeholder management for project continuation.*

Board of Innovation

Business Designer (2018 - Present)

- *Validate and experiment with internal new business ventures.*
- *Search for potential offerings and solving the needs of our clients.*
- *Push the development of potential new ventures to translate into growth.*

Techstars

Program Facilitator (2019 - Present)

- *Facilitate the ideation, validation, and pitching of ideas for novice entrepreneurs.*
- *Drive Entrepreneurialism in local ecosystems*
- *Advise organizer in the creation of their workshops*

Startup Weekend Organizer (2017 - 2018)

- *Educating participants to develop and validate a business idea/concept in 54 hours*
- *Created the first ever Startup Weekend in Odense*
- *Created 3 Techstars Startup Weekends*
- *Developing a community and inspiration for entrepreneurs*
- *Developed 80+ Entrepreneurs*
- *Managed teams 5+ each time*
- *Raised Funds for Sponsorship*

Innovation Roundtable

Innovation Content Creator (2018)

- *Create content based on presentation, discussions, and interviews about innovation from the biggest and most innovative companies in the world.*



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- Create cross-industry reports based on best practices from companies in innovation success.
- Letter of Recommendation (If requested)



OSEC- Odense Student Entrepreneurship Community

Vice-chairman (2016 - 2018)

- Create and promote event regarding entrepreneurship
- Started the Cortex Bar & Lounge
- Budget and control OSEC finances

Marketing and Board Member (2015 - 2016)

- Promote and organize events for encouraging entrepreneurship.
- Strategic marketing plan
- Tasks include copywriting, designing material and engaging the community



Wilke Market Research

Market Research Assistant (2012 - 2013)

- Gather Market Intelligence in English speaking countries (UK, USA, and Australia)
- Interview people as representative of large companies for market research purposes.
- Market research in B2B and B2C context



Viking Life Saving Equipment

Product Segmentation Assistant (2012)

- Viking Documentation Project, development and design of a stored documentation system of all products in Viking's portfolio.
- Continuous test, improve and develop documentation system.
- Administrative tasks such as scheduling meeting, contacting experts for insight
- Letter of recommendation (if requested)



Education

MSc. Business Administration and Economics - Management of Innovation Processes

University of Southern Denmark, Denmark (2016 - 2018)

- **Master Thesis:** Design Thinking in Fuzzy Frontend of Innovation and how can we measure innovation in the processes?
 - Through my research, I created a suggested framework as a practical model to be used in early frontend of Innovation and new product development. It predominantly highlights the use of user-centered approaches and tools.
- **Projects: DEMOLA 2017 - Sydansk Studerende** - consulting Odense largest student organization, proposed an innovative approach to attaining volunteers and attracting more students to join extra-curricular activities.
- **Honors and Awards:**
 - **Hons. New Nordic Design Thinking** - This is an honorary degree which accumulates 20 ECTS throughout a year, provides me with the tools used in design thinking and experiences working with Organisation such as Louis Poulsen and Kolding Kommune.



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- o **Hons. Entrepreneurship** - This program is an Honorary Degree program. This program taught me about product development using limited resources. I gain entrepreneurial skill such as initial sales, growth hacking, social media management, and product design.



BSc. Market and Management Anthropology University of Southern Denmark, Denmark (2012 - 2016)

- **Bachelor Thesis:** Berlin's Startup Culture in Berlin's Startup Ecosystem
 - o Extensive Ethnographic study on Berlin's Startup Ecosystems and what are the cultural traits that make it one of the top startup ecosystems in the world.



ERASMUS Exchange (International Business Administration) European University Viadrina, Germany (2014 - 2015)



International Baccalaureate The Regents School, Thailand (2002 - 2011)



Training **Google Digital Workshop**

Denmark 2016

Completing an online course on developing digital skills for increasing online presence. This includes basic SEO and social media practices. Content marketing plans and understanding how to get seen in the online marketplace.

FED - Future Entrepreneurs of Denmark

Denmark, 2016

Future Entrepreneurs of Denmark (FED) is a diverse talent network that was established to bridge the gap between companies, the academic world, and entrepreneurs. The network is a joint initiative of student organizations from numerous top universities in Denmark with a focus on entrepreneurship. FED equips students with a diverse, multidisciplinary network, practical skills, and know-how in order to have the necessary tools to utilize entrepreneurial opportunities and turn business ideas into reality.



Design and IT Skills

Adobe Photoshop	● ● ● ● ● ○ ○ ○ ○ ○
Adobe Illustrator	● ● ● ● ● ○ ○ ○ ○ ○
Adobe InDesign	● ● ● ○ ○ ○ ○ ○ ○ ○
Microsoft Word	● ● ● ● ● ● ● ● ● ●
Microsoft Excel	● ● ● ● ● ○ ○ ○ ○ ○
Microsoft Powerpoint	● ● ● ● ● ● ● ● ● ○
Basic HTML	● ● ● ● ○ ○ ○ ○ ○ ○
Wordpress	● ● ● ● ● ● ● ○ ○ ○

Personal Skills

Market Analysis	● ● ● ● ● ● ○ ○ ○ ○
Cultural Analysis	● ● ● ● ● ● ● ● ● ○
Social Commitment	● ● ● ● ● ● ● ● ● ○
Organization	● ● ● ● ● ● ● ● ● ○
Creativity	● ● ● ● ● ● ● ● ● ●
Communication	● ● ● ● ● ● ● ● ● ●
Teamwork	● ● ● ● ● ● ● ● ● ○
Public Speaking	● ● ● ● ● ● ● ● ● ○



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Languages

English

Reading: *Fluent*

Writing: *Fluent*

Speaking: *Fluent*

Danish

Reading: *Intermediate*

Writing: *Beginner*

Speaking: *Intermediate*



Hobbies and Activities



Football

Bicycle Riding



Photography and Videography

Travelling



Public Speaking

Entrepreneurship

