

Curriculum Vitae

Janne Rumle Becker

Professional competencies

I have more than 12 years' experience as a professional communicator. During the past year I have been employed at Schultz as Head of Communication and Marketing. Prior to this I worked 2.5 years as Nordic Head of Communication and CSR at British American Tobacco, and many years as a PR and communications consultant for a broad number of clients within most business areas ranging from medico and FMCG to IT and public service.

I can play "buzz word bingo" as well as the next person, but believe hard work, ingenuity and a commercial mindset will get you much farther.

Leadership

I am a skilled and well-liked leader that brings colleagues together, facilitates knowledge sharing and instils motivation. I truly believe in teamwork and always strive to help people reach their full potential. I also possess an apt coordination gene, which enables me to work systematically focussing on deadlines as well as details. In leadership tests I score the highest within "Vision", "Coaching" and "Pacesetting".

Consulting and advising

I am a competent and trustworthy consultant and advisor. I have managed local and global clients, large corporations and small businesses, and move on the executive level as well as amongst production staff with general ease.

Strategy

I have a creative mind that develops new strategies and a professional pride that ensures they are executed to high standards. I have delivered a complete turn-a-round of communications in British American Tobacco Nordics; managed numerous change management project e.g. been Nordic project manager for the communication surrounding Kraft's acquisition of Cadbury; planned and executed PR for Shells launch of FuelSave95 and the launch of Halo 3, the world's largest computer game. Today I am working on rebranding a 350 years old Danish company as a modern IT cooperation.

International understanding and networking

Most of my professional life I have worked with global businesses and am used to working across borders. As a result hereof I have a comprehensive international understanding, a strong aptitude for networking as well as a flair for managing internal politics. Working across cultures and professional backgrounds suits me as I draw energy from diversity.

Working experience

Employer and position	Assignment and clients	Period
Schultz Head of Communication and Marketing	Developing and executing a rebranding strategy, leadership advisor, managing change communication, developing and executing marketing- and communication strategies.	2014 - present
British American Tobacco Head of Communication and CSR (Nordics)	Leadership advisor, strategy development, internal and external communication including employer branding and press handling, change management, people management, cross functional team and project management, crisis management, communications planning and execution.	2012-2014
OutCom Account Director	Managing, advising, strategy developing, budget planning, pitching, text production, editing, press relations, international network.	2011-2011
Communiqué Account Director and practice lead, consumer	Managing, advising, strategy developing, budget planning, pitching, text production, editing, press relations, international network. Primary clients: Microsoft, Shell, Kraft, Match.com, Iceland Express, eBay.	2008 - 2011
Plus PR (acquired by Communiqué in 2008) Account Director and practice lead, consumer	Managing, advising, strategy developing, budget planning, pitching, text production, editing, press relations, international network. Primary clients: Iceland Express, Serono, Microsoft, Shell, bwin, Tabasco, HP Sauce, British Council.	2007-2008
InformationsGruppen Account Director	Managing, advising, strategy developing, budget planning, pitching, text production, editing, press relations. Primary clients: Serono, Janssen-Cilag, Pokerroom.com, Baxter, Valora Trade, Parker, Waterman, Substral.	2006-2007
InformationsGruppen Account Executive	Press relations, text production, reporting. Primary clients: Serono, Janssen-Cilag, Pokerroom.com, Valora Trade, Parker, Substral.	2003-2006
Nycomed (IPD) Project position as internal consultant	Developing structure and content for the IPD intranet	2002 (may - oct.)

Westergaard CSM / Service & Support forum Student assistant	Creating website, marketing materials and member communication, helping at conferences, minding the phones, creating member databases etc.	2000 - 2001
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Education

Educational facility	Education	Period
Roskilde University	Cand. Comm. in communications and business studies.	2001 - 2002
Copenhagen Business School	Integrated design. Semester at Cand. Merc. in corporation with students from DTU (Danish technical university) and The Danish Design University Accredited as the final semester of Business Studies.	2000 - 2001
Roskilde University	Bachelor and basic studies in social sciences.	1996 – 2000
Rungsted Gymnasium	Mathematical education for University admittance	1992 - 1995

Language capabilities

English	Fluent both verbally and in writing
Swedish & Norwegian	Basic understanding
German	Basic understanding

Personal information

Contact information	Janne Rumle Becker Hasselvej 1, 2970 Hørsholm Phone: 51293220 Mail: janne@rumle.dk
Birthday	20. March 1977
Civil status	Married to Kim, Development Manager at Schultz Information. We have two children: 6 year old Thilde and Milla who is 4.
Leisure time	Leisure time is mainly spent with my family & friends, running at my own slow pace or kayaking along the coast.