
PERSONAL DATA:

Peter Kirring,
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40 years. Married to Pernille, who is a Physiotherapist. We have two sons of 9 and 5 years

PROFESSIONAL OBJECTIVES:

Country manager / business unit manager / senior sales and marketing manager, within consumer goods, consumer electronics, photography equipment and telecom.

CORE COMPETENSES:

- Market share growth.
- Establishing business unit, sales expansion and staff leadership.
- Downsizing, process design and change management.
- Expanding distribution. Consumer retail and specialist trade.
- Branding and tactical marketing, including end-user relationship building via email and web.
- International experience (EMEA and Nordics)

HIGHLIGHTS:

- Country Manager for **Nikon Denmark**. P/L responsible. 7 staff. +14M EUR turnover.
- Director **Ericsson Mobile Phones Denmark**. P/L responsible. 14 staff. +50M EUR turnover.
- Cost-benefit attention as a **business owner**
- **Blogger** and e-book publisher (fotoblogger.dk)
- **Master International Business**, Brunel University, London.

WORK EXPERIENCE:

2009 - 2009

Samsung, Copenhagen Denmark
Sales Manager, Head of Telecom

Re-established Samsung at major telecom and consumer retail customers. Responsible for 6 staff.

Increased share at Elgiganten from <5% to 21%. Increased share at Telmore from <5% to 12%. Made profitable on-going business with Dansk Supermarked with both volume deal and ongoing line-up. Turnover 9% above past year, in a market where volume is down 11%

2005 - 2008

Nikon Denmark, Copenhagen, Denmark
Country Manager

Established Nikon in Denmark. P/L responsible for Danish branch office. Member of Nordic Management Team. Responsible for 7 staff.

Established new mass-market distribution channels. Launched industry's first end-user photo newsletter with on-line gallery and first pro-segment training seminars.

57% sales volume growth in 2006 against market growth of 25%. Last fiscal year Nikon grew 79% in DLSR segment (market 41%). Compact cameras growth 7 times higher than market. Turnover up more than 32%.

2002 - 2005

EMEA Unlimited ApS, Copenhagen, Denmark
Business owner and management consultant

Assignments included long-term contract with *Sony Ericsson M2M, Stockholm* responsible for sales to indirect channels in Europe.

Also worked for California based *GTRAN Wireless* (Now Flextronics) with European launch of GSM data-card. Helped tie in suppliers and establish regional hub-structure for telecom start-up *EASY 1 ApS*. Established a formal working structure for sales, new-biz and client management for *Effector Communications A/S*.

1997 - 2002 Ericsson Consumer Products (Now "Sony Ericsson")

2001 - 2002 **Director and Country Manager**, Copenhagen Denmark

Youngest country manager for Ericsson Consumer Products in EMEA. P/L responsible for Denmark and Iceland. Turnover +50M EUR. Responsibility for 14 staff. Member Nordic management team.

Developed and implemented new working routines. Established a Nordic hub-structure. Turned financial figures from red to black. Increased accumulated market-share by 12 points.

1999 - 2001 **Area Sales Manager & Product Marketing Manager**, Stockholm and Lund, Sweden

First PMM Eastern Europe, then EMEA, then ASM for EMEA.

Commercially responsible for 22 local market-units' sale of high-end data enabled mobile phones. Later Area Sales Manager, responsible for EMEA sale of world's first smartphone. Responsibility for one staff.

Worked closely with global product development, and was involved from first design studies. Was responsible for commercial feasibility of product changes and synchronized launch and marketing activities with local market units. Effectively launched three new products.

1997 - 1999 **Key Account Manager, Copenhagen, Denmark.**

Account portfolio included 3 of Denmark's 5 network operators. KAM for two largest distributors, as well as retail-chains and specialist-chains. Primary focus on sales and joint marketing campaigns with Telcos.

Made company's largest deal in volume and value of all times, a record that held for 5 years.

**1996 - 1997 Parcorp A/S, Copenhagen, Denmark
Export Manager**

Responsible for sales and building new distribution channels.

Established distributors in Canada, UK, Holland, Belgium, Austria, Switzerland and Australia. Participated in distributors' sales, implementation and training activities.

EDUCATION:

1994 - 1995 MA, International Business
Brunel University, London UK

1991 - 1994 B.Sc. Economics
University of Southern Denmark.

1986 - 1989 High School, mathematics and social science
Silkeborg Amts-Gymnasium, Silkeborg, Denmark

ADDITIONAL INFORMATION:

Languages Fluent in Danish, English and Swedish. Basic understanding of German and French

Elections & honours Top 15 Photography Bloggers in Denmark 2009, by Canon Denmark
'Networking Pilot' at Networking-house Havnegade 39, Copenhagen.
Course Representative at university.
'Good Fellow Student' at business school.
National Spokesman during military service.

Leisure-time Photography, running, canoeing, skiing and snowboarding. Bicycle riding and sailing.

On-line profiles <http://www.linkedin.com/in/peterkirring>
<http://peter.kirring.com>