



CASPER RUDNICKI

Based in Denmark, but ready to relocate. Twin girls aged 16. Filippa is on an exchange stay in the USA. Augusta is at Herning Elite as a dressage rider.

CONTACT



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LANGUAGES

Danish

English

German

Swedish

IT

Excel

PowerBI

DIGITAL

InDesign

Photoshop

Illustrator

Premiere Pro

RESUME

I am passionate about becoming part of a company where my skills and experience in sales, management and business development can contribute and make a noticeable difference.

I create visible results and measurable value. My approach is commercial and creative. Always based on insight, never on opinion. I embrace the value chain and focus on the end user.

My strengths are development & optimization. I translate complex strategies into clear speech, actionable plans and targeted execution. Always with commitment and positive energy. Commercially strong, analytical and creative. Old school with strong digital skills.

+15 years of international experience in value-creating sales, marketing and business development across markets, industries and sales channels.

EDUCATION

- 2016 **Strategic Sales**, Connection Management
- 2015 **Coaching in organisations**, Connection Management
- 2013 **Online Marketing**, IBC
- 2006 **International Sales & Marketing**, EASV
- 1993 **Higher Business Examination**, Niels Brock
- 1990 **High school**, Denmark
- 1987 **High school**, Germany

WORK EXPERIENCE

- 2022 **Brand Owner**, Nicolas Vahé, Society of Lifestyle
- 2021 **F&B Manager**, MESSE C
- 2018 **Senior Channel Manager FSR**, Arla Pro Global
- 2017 **Market Development Manager**, FrieslandCampina
- 2014 **Nordic Marketing Manager**, FrieslandCampina
- 2010 **Consultant**, Vestjysk Marketing
- 2008 **Marketing & sales**, GM Plast A/S
- 2005 **Restaurateur**, Stella & Jerzy

OTHER RELEVANT EXPERIENCE

- 2022 **Co-owner**, Rebus - store & webshop
- 2021 **Advisory board and Freelance**, Lunderuplund
I have contributed strategically and operationally to establishing and developing business parks in Bording, Ølgod and Horne. The business parks offer shared office space and storage facilities, especially for entrepreneurs and smaller companies.



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BRAND OWNER, NICOLAS VAHÉ

Society of Lifestyle

January 2022 – February 2023

Brand Owner of Nicolas Vahé in all markets, reporting directly to the CEO. B2B sales of home interiors are the core business of the Society of Lifestyle. It has been a challenge to also give gourmet products with a B2C focus and other sales channels the necessary attention. Mission was to carry out a complete turn-around in a newly created position as Brand Owner.

Tasks & responsibilities

- Analysis of the value chain
- Go-to-market strategy
- Re-branding by Nicolas Vahé
- Growth existing markets
- Identify new markets and sales channels
- Innovation and NPD
- Launch 30 new products annually
- Shop-in-shop and sales concepts

Achievements

- Go-to-market strategy approved by management
- Savings of DKK +1.5 million year 1
- Execution of commercially thought-out sales concept (Confectionery)
- New gift boxes (focus on both store and e-commerce)
- Reopening of the largest customer in Norway after 2 years. Direct sales of DKK 1.45 million
- Prevented shutdown of Nicolas Vahé in the UK
- Shop-in-shop solution for the American market
- Travel Retail strategy. Approved as a must-win battle
- Facilitation of B2B2C workshop with OMNE
- Customer meetings and close collaboration with regional sales

Business development, analysis, strategy, sales, turn-around, go-to-market, NPD, execution

F&B MANAGER

Messe C, Fredericia

September 2019 – December 2021

Responsible for sales, marketing, budget, and strategy. Member of the Management & strategy team for MESSE C. Reporting directly to the CEO. Budget responsible for +3 Mio Eur. Head of a department with 18 FTE.

Tasks & responsibilities

- Hired to lead turn-around in F&B and conference department.
- Development and implementation of the new strategy.
- Focus on revenue and profit performance.
- New organizational structure focused on team spirit and job satisfaction.
- Innovation and new concepts
- Rebuilding F&B and conference facilities.
- Head of sales and marketing of conferences and meetings.
- Head of supply and contract negotiation



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Achievements

- Significant increase in gross profit
- Strategy and a business model approved by the board.
- Plans and budget for remodelling approved and started.
- Sales and marketing strategy implemented.
- Visible management has given more job satisfaction and team spirit.

Personaleledelse, budgetansvar, change management, revenue management

SENIOR CHANNEL MANAGER

Arla PRO - Global Foodservice

June 2017-September 2018

Building the FSR (Full service restaurant) channel across all markets. Supporting local sale and marketing with communication, insides, strong portfolio and a spot on price point. Core markets were: Denmark, Sweden, Finland, UK, Germany, Holland, France, Greece and Spain.

Tasks & responsibilities

- Portfolio management
- NPD
- Price structure
- Go-to-market strategy – in general, and for the individual markets
- Training of local sales- and marketing teams
- Marketing material
- Market research

Achievements

- Online key-account community across all markets
- Partnership with Restaurang Akademien, Stockholm
- Successful launch of pizza cheese campaign on all core markets
- NPD of 2 new SKU's
- Strengthening the cooperation and exchange of experience between local Arla sales- and marketing organizations across Europe
- Designing ambassador strategy

Corporate, go-to-market strategy, stakeholder management, communication, execution

MARKET MANAGER

FrieslandCampina Foodservice

June 2014 – May 2017

After one year of being responsible for Nordic Marketing, I was promoted to the Business Development team in FrieslandCampina Headoffice in Amersfoort, Holland. In my new role as Market Manager, my team and I was responsible for growing FrieslandCampina Foodservice in the developing markets in Europe and MENA.



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Tasks & responsibilities

- New nordic strategy covering sales, marketing, and organization.
- P&L and budget responsible
- Market analysis
- Sales- and product training
- Go-to-market strategy
- Key-accounts and contracts

Achievements

- 21% markets share on core products
- Strategic partnerships with key players and culinary schools
- Entering the foodservice market in Finland
- Formalized wholesaler Cooperation in Baltic and Iceland
- New structure for the Nordic sales organization
- Approved and implemented go-to-market strategy
- 2 NPD launch's

P&L, go-to-market strategy, stakeholder management, sales coaching, execution

MARKETING MANAGER NORDIC

FrieslandCampina Foodservice

MaYy2010 – May 2014

Responsible for adapting corporate sales- and marketing strategy to the Nordic markets – especially Denmark and Sweden. Responsible for the Nordic marketing budget.

Tasks & responsibilities

- Head of Nordic marketing
- Implementation of international marketing strategy to local markets
- Member of the international marketing group
- Fairs and tradeshowes
- Facilitating sales meetings and training

Achievements

- Full local marketing portfolio
- Sales campaigns – supported by online marketing
- Strong partnerships with major wholesalers

Marketing budget, strategic sale, international marketing, sales coaching

Consultant

Vestjysk Marketing

August 2008 – April 2010

Full-service digital advertising agency. My task was sales and advice to small and medium-sized companies that wanted an online presence - typically based on websites and webshops.

Canvassing, Key, Key Account, consulting, web design



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MARKETING & SALES

GM plast A/S

June 2005 – July 2008

Responsible for building a marketing function in a fast-growing company. In connection to a generational change, GM Plast shifted from producing drain-pipes to a local market to producing broadband connections to a global market. Almost overnight new skills were required and we had to build everything from documentation to sales and marketing strategy from scratch.

Udarbejdelse af salgs- og marketingmateriale, messer, events

RESTAURATEUR

Stella & Jerzy

September 1999 – February 2005

Restaurateur and business owner. Café, a la carte restaurant, and catering with +800 daily covers.

Business owner, purchase, daily operation, management, sales, event