

Ola Thjømøe

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WORK EXPERIENCE

Marketing Manager

Oct 2016 – current

Rajapack AS

Marketing Manager Norway, with main responsibility for recruiting, developing and retaining customers, through both digital (SEA, SEO, SoMe, Inbound Marketing, blog and Content Marketing), and traditional channels. Responsible for the development of assortment, both in online store and in catalogues. People manager and responsible for the marketing budget.

Marketing Director

Oct 2007 – Oct 2016

EcoOnline AS

Nordic Marketing Director, responsible for marketing strategy and budget, for the EcoOnline group (Norway, Sweden & Finland). Focus areas; inbound/outbound marketing, websites and content, marketing automation, marketing tools, lead nurturing programs, branding, events, PR, data quality, social media, etc. Acting Sales Director, from 2008-11. People manager for 7 employees.

Director Internet & Callcenter

April 2006 – Oct 07

Tennant Forsikring (Gjensidige)

Nordic Director, direct sales, contact center, telemarketing & web.

Responsible for sales and marketing, and the development of direct channels, such as customer service, telemarketing and internet sales. People manager for 20 employees in Norway and Sweden

CRM Manager

May 2005- April 2006

Aftenposten

Responsibility for the CRM Department; marketing strategies and loyalty programs. People manager for 7 employees.

CRM/Operations & Channel Marketing Programs Manager

Jan 2001 – May

2005

Hewlett Packard (HP)

- HP (after merger): Marketing programs through partners, PR, events, communication, loyalty programs, certification program, reporting, data warehousing/CRM systems and portals.

- Compaq: CRM Manager before the merger, responsibility for developing the contact center, dialogue programs, development of customer and partner web solutions and for implementing the CRM tool Siebel in Norway.

Marketing analyst

May 1999 - Jan

2001

Industrial & Financial Systems (IFS)

Key Account Manager in the retail segment, selling IFS ERP systems. Later, Marketing Analyst in the Industry segment.

Key Account Manager

Aug 1996 – May 1999

Santech Micro Group (SMG)

Key Account Manager for the main retail stores in Norway. People manager for 8 People, in the Retail "rack team".

EDUCATION

Norwegian Business School (BI)

2008 – 2009: Master Course in strategy, organization and management; "Leadership, *power and meaning*"

Norwegian Business School/Norwegian School of Marketing (NMH/BI)

1994 – 1996: Master`s Degree in Marketing (Sivilmarkedsfører).

Norwegian Business School (BI)

1993 – 1994: *2nd year*, Bachelor of Business Administration (BBA)

Norwegian Business School (BI)

1992 – 1993: Specialization in Marketing (beside work)

Norwegian Business School (BI)

1991-1992: 1st year, Bachelor of Business Administration (BBA)

OTHER EXPERIENCE

- Wiersholm GDPR certification, February 2018
- Rajapack Management Training, June and August 2017
- Hubspot Inbound Marketing Certification, June 2016
- Active member in networking groups, in the Norwegian Direct Marketing Association and the Norwegian Marketing Association
- Five time member of the Max Marketing Mix jury
- Three time Max Marketing Jury Chairman, in the Interactive category
- Conducted AFF Management trainee program, 2001 and 2005
- Winning group, in the HP Breakaway leadership program, 2005