

TROND BERGESTUEN

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MARKETING EXECUTIVE

Innovative and versatile Marketing Executive with international experience leading high-impact marketing programs and spurring top revenue performance. Decisive leader who leverages strategic vision, project management skills, and marketing sensibility to pioneer insightful tactical initiatives that position brands for lasting success.

Visionary strategist with 15+ years' demonstrated success combining savvy relationship building skills, a pro-active leadership philosophy, and experience managing P&L. Impeccable track record supplemented by MBA from Cornell University and fluency in English and Scandinavian languages, intermediate Spanish.

Core Competencies

MARKETING & SALES LEADERSHIP ▪ CHANNEL MANAGEMENT ▪ STRATEGIC PLANNING & EXECUTION ▪ BUSINESS DEVELOPMENT
CAMPAIGN PLANNING ▪ ALLIANCE BUILDING ▪ BRANDING ▪ PRODUCT DEVELOPMENT ▪ P&L MANAGEMENT ▪ MARKET ANALYSIS

PROFESSIONAL EXPERIENCE

UNIVERSITY OF NORTH TEXAS AT DALLAS (UNT DALLAS) – Dallas, Texas 2015 - present
The University of North Texas at Dallas is the only regionally, accredited, public university in the City of Dallas.

ADJUNCT INSTRUCTOR FOR THE SCHOOL OF BUSINESS – Dallas, Texas

Appointed to teach undergraduate business classes in Marketing and International Management.

- Managed all aspects of planning and execution of 6 credit hours per semester with excellent student feedback
- Successfully integrated cases from own executive experience to bring academic theory to life

GLOBAL RECRUITERS OF FORT WORTH – Fort Worth, Texas 2013 - present
Global Recruiters Network, Inc. (GRN) is a rapidly growing network of recruiters with 170 offices, making it one of the largest privately held recruiting organizations in the USA.

PRESIDENT AND MANAGING PARTNER – Fort Worth, Texas

Founder and owner of Global Recruiters of Fort Worth, a specialist recruiting organization for the property and casualty insurance industry.

- **Developed business plan and go to market strategy** for insurance recruiting organization
- **Established relationship with Hiring Managers and negotiated service agreements** with international carriers and agency organizations
- **Made 12 placements during the first year**, primarily within Sales, Marketing and Commercial Lines Underwriting

GJENSIDIGE FORSIKRING ASA (NORWEGIAN MUTUAL) – Oslo, Norway 2005 to 2012
Leading Nordic general insurance corporation with wide range of financial products in Norwegian Market.

PROJECT DIRECTOR – COMMERCIAL DIVISION – US & Norway 2011 to 2012

Entrusted with driving strategic planning and tactical execution of numerous business critical initiatives to increase market presence, spur key product sales, and expand business. Recruited, led, mentored, and motivated team of 14 sales professionals. Reported directly to EVP

- **Laid firm foundation for startup and growth of National Sales Organization for pension group**, with direct and broker channel; defined business plan and budget process, created processes, and provided training to sales team
- **Envisioned and developed business plan targeting key audience segments** for newly established Commercial Partner Unit; plan encompassed agents, third-party distributors, and organizations

- *Gjensidige Forsikring, cont'd...*

SALES DIRECTOR, CORPORATE CUSTOMERS, OSLO	2010 to 2011
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Sales leadership role, carrying robust oversight for sales and portfolio management organization for insurance and pension products in Greater Oslo Area. Led team of 17 sales professionals.

- **Propelled region to highest profitability within corporate segment in FY11**, achieving profitability lift of 10 percentage points.
- **Captured top cross-sale ratio between insurance and pension products** for all of Norway in FY11.
- **Successfully achieved all corporate targets** for sales, profitability, and portfolio.

MARKETING DIRECTOR – COMMERCIAL DIVISION	2008 to 2010
DIRECTOR, CHANNEL MANAGEMENT – COMMERCIAL DISTRIBUTION	2006 to 2008
MARKETING MANAGER – COMMERCIAL SEGMENT	2005 to 2006

Promoted through series of marketing and business development roles within commercial segment. Provided strategic leadership to all marketing activities in commercial and corporate segments with premium volume of \$1B. Headed team of up to eight direct reports. Shaped marketing communications and market and customer analysis to maximize brand awareness and penetration by segment. Streamlined planning and budget process for commercial business. Scope of oversight included business development initiatives, e-channels, customer relationship management, and affinity programs.

- **Instrumental in company's IPO process**, resulting in listing on Oslo Stock Exchange in December FY10; served as representative for Commercial division in meetings with analysts; wrote presentations and materials to Prospectus.
- **Spearheaded business planning and startup of commercial marketing unit** and led to highest Employee Satisfaction Scores in commercial division in FY09.
- **Generated significant cost savings through launch of new log-in platform** for commercial customers.
- **Elevated sales effectiveness by ~50% in business center and ~30% in field** through definition and implementation of best practices.
- **Created 20% lift in sales targets per year** through negotiation with trade union and introduction of score cards and bonus models.
- **Seamlessly integrated new Danish subsidiary**, KommuneForsikring, establishing new organization and processes.
- **Revamped market communications to instill customer focus**, including digital and direct communications.
- **Gained rich insight through oversight of market research program**, delivering impactful recommendations to improve distribution model and simultaneously provide savings and facilitate expansion into new business areas.

<i>PA CONSULTING GROUP – Oslo, Norway</i>	2001 to 2005
<i>International consulting firm with more than 2K employees, specializing in management and IT consulting.</i>	

MANAGING CONSULTANT	2004 to 2005
PRINCIPAL CONSULTANT	2001 to 2004

Achieved ongoing growth to highest consultant rank before Partner level. Thrived while fulfilling marketing, distribution, and business unit strategy assignments for clients in telecommunications, financial services, airlines and retail industries. Directed teams of up to 10. Carried independent sales targets.

- **Positioned Oslo as Center of Excellence** through design of marketing strategy concept for PA.
- **Crafted effective competitive strategy for leading Norwegian grocery chain group**, defending established business from new German market entrant.
- **Set groundwork for new product portfolio launch**, creating marketing strategy for financial services company.
- **Developed business unit strategy for mobile phone operator** in preparation for launch of GSM technology.

AMERICAN EXPRESS – New York, NY 1998 to 2001
American multinational financial services corporation with nearly \$30B in annual revenue.

SENIOR MARKETING MANAGER 2000 to 2001

Headed Direct Mail acquisition for Sign & Travel and Extended Payment Option. Administered marketing budget of \$8.9M. Served as Product Manager for FlexSelect, with annual credit volume of \$488M.

- **Boosted response rates to 300% of direct mail control packages** through creative, impactful package design.

MARKETING MANAGER/NEW PRODUCT DEVELOPMENT 1998 to 2000

Provided key leadership and direction to new product development projects in Consumer Card Services Group. Challenged with implementing critical revenue enhancer project.

- **Spearheaded launch of Blue from American Express**, general purpose credit card product, produced significant success and has been rolled out in multiple additional markets.
- **Twice nominated for prestigious Chairman's Award**; recognized with numerous awards from colleagues and leaders for dedication and loyalty to American Express values.

ADDITIONAL EXPERIENCE

Previously excelled as Analyst, Consultant Analyst, and Consultant for **PA Consulting Group** (1992 to 1996)

EDUCATION & ADDITIONAL INFORMATION

Master of Business Administration with Distinction (Concentration in Marketing Management & Finance)
Cornell University – New York, NY

Master of Science (Concentration in Marketing Management & Internationalization)
Norwegian School of Economics and Business Administration – Bergen, Norway

Passed **Texas Property & Casualty and Health & Life Insurance Agent Licensing** Exams (2013)