

# CHARLOTTE SINGERHOLM GERT HANSEN

Unlocking Operational Excellence Through Strategic Business Enablement



## PROFESSIONAL PROFILE

Strategic Business Support Executive with 15+ years of experience driving operational excellence, organisational transformation, and strategic enablement across complex, fast-paced environments. I bring a service-driven mindset and proactive approach, anticipating needs, resolving challenges before they escalate, and creating clarity in ambiguity.

Known for transparent and courageous leadership, I challenge the status quo to build future-ready organisations and market-leading ways of working. Operating at the intersection of strategy and execution, I translate vision into scalable structures, purpose-driven cultures, and measurable outcomes. As a trusted advisor and sparring partner to executive leadership teams, I focus on removing barriers, aligning stakeholders, and embedding values-based decisions that create lasting impact.

I specialise in simplifying complexity, optimising processes, and integrating digital, compliant, and human-centric practices across organisations. With a distinctive blend of analytical and visual thinking, I lead cross-functional initiatives that deliver tangible results. My relational approach builds trust, empowers people, and enables leadership teams to execute bold strategies with clarity, cohesion, and confidence.

*Recognised by [28 LinkedIn recommendations](#), I am consistently commended for my impact, collaboration, and ability to deliver meaningful results through trust-based partnerships and strategic insight.*



## WORK EXPERIENCE

### BUSINESS SUPPORT EXECUTIVE

(Investor Relations, M&A, and Group Accounting & Reporting)

[A.P. MØLLER MÆRSK A/S](#) | April 2023 - present

Enables strategic execution and timely coordination of key priorities across Investor Relations, M&A, and Group Accounting & Reporting by driving cross-functional alignment and seamless communication.

- Coordinates Investor Relations reporting and engagement with financial institutions and analysts by organising high-stake earnings calls, roadshows, conferences, fieldtrips, and events with top management and global stakeholders.
- Supports Group Accounting & Reporting with audit readiness, reporting consolidation, and collaboration with auditors and Maersk's Audit Committee.
- Facilitates M&A processes through stakeholder management involving Maersk's Investment Committee, Supervisory Board, Banks, and Advisors.
- Promotes integrated communication and operational efficiency across teams and drives collaboration and accountability to support Maersk's strategic goals.



## TT38® TOP TALENTS

**INITIATOR:** Expert at launching projects, taking decisive action, and inspiring team momentum.

**CONTINUOUS IMPROVER:** Committed to excellence and helping others push beyond limits.

**COORDINATOR:** Skilled in managing complex projects and aligning cross-functional teams.

**GOAL-DRIVEN:** Motivated by challenges and relentless in achieving ambitious targets.

**PROBLEM-SOLVER:** Finds innovative solutions to complex obstacles with resilience and creativity.

**LIFELONG LEARNER:** Passionate about acquiring new knowledge and personal growth.

**ANALYTICAL THINKER:** Uses data-driven insights to make precise and informed decisions.

**RELIABLE & RESPONSIBLE:** Highly accountable with strong follow-through and work ethic.

**INCLUSIVE LEADER:** Champions diversity, ensuring all voices are heard and valued.

**HOLISTIC VISIONARY:** Sees connections in complexity and inspires meaning in roles and impact.

## EDUCATION

### MINI-MBA – MANAGEMENT & LEADERSHIP

Probana Business School  
2016-2017

### GRADUATE DIPLOMA (HD2)

Two Single Subjects | (1) Strategic Leadership  
& (2) Strategic Organisation  
Copenhagen Business School  
2015 - 2016

### GRADUATE DIPLOMA (HD1) - BUSINESS ADMINISTRATION

University of Southern Denmark  
2009-2011

### BACHELOR'S DEGREE – INTERNATIONAL HOSPITALITY MANAGEMENT

Copenhagen Business Academy  
2009-2011

### AP DEGREE – SERVICE MANAGEMENT

Copenhagen Business Academy  
2004-2006

### HIGH SCHOOL DIPLOMA – MATH & SOCIAL SCIENCE (A)

Odsherreds Gymnasium | 2000-2003

## CERTIFICATIONS

### BOARD LEADERSHIP - FUNDAMENTALS

CBS Executive Fonden  
April 2025

### INVESTOR RELATIONS – FUNDAMENTALS

Academy – Euronext Group  
October 2024

### ENNEAGRAMMET – PERSONAL & ORGANISATIONAL DEVELOPMENT

Think About It  
February 2021

### BUSINESS STRATEGIC OBJECTIVE SETTING

Probana Business School  
November 2016

## WORK EXPERIENCE CONTINUED

### GLOBAL EXECUTIVE ASSISTANT

[ROCKWOOL Technical Insulation](#) | January 2022 - March 2023

As a trusted Business Partner and Executive Assistant to the Managing Director and Global Leadership Team, I supported a global team of 90. I drove strategic initiatives and operational excellence across functions, enabling global alignment and business growth. My scope included organizational design, brand elevation, event execution, and process optimization.

#### Key Results:

- Developed an organizational blueprint advocating for a Supply Chain Center of Gravity to enhance global resource efficiency.
- Created a central SharePoint platform that improved collaboration, data governance, and internal communication, recognized by Group Communications and Legal.
- Launched a centralized merchandise shop to elevate ROCKWOOL's premium brand perception, planned major corporate events including European sales conferences and SailGP activations, and introduced onboarding best practices adopted across North America.

### EXECUTIVE ASSISTANT TO HEAD OF DEPARTMENT, POLITICAL SCIENCE

[University of Copenhagen](#) | January 2021 - December 2021

Executive Assistant to the Head of Department and Project Coordinator for critical cross-functional transformation initiatives within the Faculty of Social Science. I played a pivotal role in driving organizational clarity by mapping the department's structure and key stakeholders, enabling informed decision-making and strategic alignment. I shaped the department's culture and governance by spearheading the development of a comprehensive code of conduct, reinforcing ethical standards and accountability. Through managing the monthly newsletter, I enhanced transparency and facilitated cross-functional communication, strengthening stakeholder engagement and buy-in. I also ensured rigorous adherence to governance and compliance frameworks, safeguarding departmental integrity and risk mitigation.

#### Key Results:

- Enabled leadership to navigate complex organizational dynamics by delivering a clear, actionable blueprint of departmental structure and stakeholder relationships.
- Positioned the department as a model of ethical governance by institutionalizing a robust code of conduct aligned with broader faculty and university values.
- Advanced strategic communication channels that fostered alignment, trust, and collaboration across diverse functional units.

### PROCUREMENT BUSINESS SUPPORT PARTNER

[TotalEnergies E&P A/S](#) | February 2019 – May 2020

Procurement Business Support Partner for General Services at Total Upstream Danmark A/S, collaborating with Executive Directors and Department Heads. As Procurement Transition Change Lead for the M&A integration of Maersk Oil and Chevron Denmark, I led the strategic integration and transformation of procurement by implementing TOTAL's global policies and digital tools. I drove digitalization, governance, GDPR compliance, and risk management to ensure procurement operated as a compliant, agile, and value-creating partner aligned with evolving regulations and business objectives, supporting resilience and growth.

#### Key Results:

- Orchestrated the end-to-end procurement integration post-M&A, aligning disparate systems and cultures to deliver a unified, high-performing procurement organization.
- Accelerated digital transformation through deployment of contract management and sourcing platforms, enhancing transparency, agility, and decision-making capabilities.
- Established robust compliance and risk governance frameworks, safeguarding the business amid complex regulatory landscapes and evolving market demands.

## BOARD & ADVISORY POSITIONS

### ADVISORY BOARD MEMBER

[Dansk Aktionær Forening](#)

March 2026 - present

### ADVISORY BOARD CHAIR

[H.C. Andersen Capital](#)

January 2026 - present

### VICE CHAIR

[Danish Investor Relations Society](#)

March 2025 - present

### BOARD MEMBER

[Skole & Forældre](#)

December 2024 – February 2026

### BOARD MEMBER

[Danish Investor Relations Society](#)

March 2024 – March 2025

### CHAIR

[Søndervangskolen](#)

August 2024 – March 2025

### BOARD MEMBER & MEMBER OF THE EXECUTIVE COMMITTEE

[Danish Road Safety Council](#)

January 2023 - December 2024

### BOARD MEMBER & MEMBER OF THE EXECUTIVE COMMITTEE

[Skole & Forældre](#)

November 2022 – November 2024

### BOARD MEMBER

[Skolerne i Glostrup](#)

April 2022 – August 2024

### CHAIR OF THE LOCAL SCHOOL BOARD

[Søndervangskolen](#)

August 2020 – August 2024



## WORK EXPERIENCE CONTINUED

### EXECUTIVE BUSINESS SUPPORT PARTNER & DK INTERIM TRAVEL MANAGER

[TOTAL Upstream Denmark A/S](#) | May 2018 - January 2019

Executive Business Support Partner to the VP of Exploration – North Sea & Russia, instrumental in the strategic establishment and seamless integration of the Technical Exploration Hub in Copenhagen following the Maersk Oil and TOTAL merger. Acted as a key cross-functional connector, partnering with IT, HR, Internal Communications, Facility Management, Finance, and Procurement to drive a high-performance culture, enhance organizational alignment. Additionally, served as Interim Travel Manager for Denmark, leading the localization and deployment of the TOTAL Global Travel policy and digital booking system in close collaboration with Carlson Wagonlit Travel, optimizing travel operations and compliance.

#### Key Results:

- Directed the rapid, six-month integration of the Copenhagen Exploration Hub, ensuring uninterrupted operations and fostering strong cross-team synergy to support strategic exploration objectives.
- Transformed travel management by embedding global policies and digital solutions, significantly boosting process efficiency, compliance, and user engagement.
- Advanced organizational cohesion and performance by spearheading initiatives that aligned cross-functional teams around shared goals and operational best practices.

### EXECUTIVE BUSINESS SUPPORT CONSULTANT

[Maersk Oil](#) | March 2017 - April 2018

Cross-functional Business Support Consultant providing operational support to the Executive Leadership Office. Played a critical role in driving efficiency and coordination during Denmark's largest business acquisition, Maersk Oil and TOTAL merger, by supporting the Executive Assistant (6) team through operational transition and change management. I mapped and visualized the organizational structure to identify gaps and create synergies, boosting overall operational effectiveness. Emphasizing digitalization, cross-functional collaboration, and organizational culture, I helped the team navigate integration complexities while ensuring compliance with processes and policies.

#### Key Results:

- Delivered targeted support to six executive assistants, enhancing cross-functional coordination and operational efficiency during the M&A transition.
- Identified and addressed organizational blind spots via structure mapping, enabling focused operational improvements.
- Championed digital tools adoption and fostered collaboration, reinforcing governance and seamless integration.

### HR DIGITAL TRANSFORMATION PARTNER

[ACRELEC Danmark ApS](#) | February 2016 - March 2017

As an HR Digital Transformation Partner, I played a strategic role in driving the commercial turnaround of the core business by overseeing daily operations and delivering cross-functional support to senior leadership, including the Operations Manager, Technical Director, and Nordic Managing Director. I managed HR services for a team of 20 across two Danish offices while orchestrating 24/7 IT support, both online and onsite, to maintain seamless operational continuity. Leading a comprehensive HR and business transformation, I optimized core processes through digitalization and the deployment of advanced internal and external systems. By embedding a real-time feedback culture, I significantly enhanced employee engagement and elevated customer satisfaction, contributing to sustained organizational performance and growth.

#### Key Results:

- Led digital HR transformation initiatives that streamlined workflows and modernized service delivery.
- Increased employee engagement scores by 21% via a real-time feedback culture, reaching the highest level in the ACRELEC Group.
- Improved customer satisfaction by 5%, with major clients like McDonald's and Fazer Food Services reporting increased satisfaction from 82% to 87%.

## ACHIEVEMENTS

**Maersk STAR AWARD  
for High Performance  
and Team Contribution**  
Maersk / 2025

**Maersk STAR AWARD  
for High Performance  
and Team Contribution**  
Maersk / 2024

**Performance Rating**  
**OUTSTANDING, Top 5%**  
ROCKWOOL Technical Insulation / 2022

## PRIVATE

I am a 42-year-old woman living in Greater Copenhagen, sharing my life with my husband and two boys, aged 10 and 11. I navigate the demands of a dynamic professional career while nurturing personal passions like racer biking, my way to find clarity and simplicity amid complexity, alongside hot yoga, fitness, gastronomy, design, and well-being. Grounded in strong values and beliefs, I lead with intention and integrity, consistently bringing a deep sense of personal leadership, accountability, dedication, and enthusiasm to every challenge and opportunity I embrace.

## REFERENCES

Available on request, or visit  
[Charlotte Singerholm Gert Hansen | LinkedIn](#)  
\*28 recommendations received

## WORK EXPERIENCE CONTINUED

### PERFORMANCE MANAGEMENT CONSULTANT

[d2o.com - Hospitality Performance Management Technology](#) | November 2012 – June 2015

As part of the Benefits Realization & Enablement team, I strategically drove business development and managed client portfolios across the Nordic market. I empowered hoteliers to reimagine their ecosystems, enabling them to optimize resource allocation and create exceptional guest and employee experiences. By leveraging intelligent digital solutions for real-time forecasting, staff and food planning, and execution, I helped hospitality leaders achieve sustainable operational excellence. My role included leading project and change management initiatives, overseeing system onboarding and API integrations, delivering targeted product training, and fostering user adoption to maximize client satisfaction and revenue growth.

#### Key Results:

- Partnered with Leading Hotel Groups, including First Hotels AS, Thon Hotels AS, Pandox Group, Radisson, and Scandic Hotels, to optimize resource allocation, enhance operational efficiency, and elevate guest and employee experiences.
- Directed complex API integration and onboarding projects that accelerated digital transformation and strengthened client value realization.
- Increased product adoption and user engagement, directly contributing to improved profitability and competitive positioning for hospitality clients.

### OPERATIONS MANAGER

[FIRST HOTEL VESTERBRO](#) | August 2010 – October 2012

As Operations Manager of a 400-room hotel, I oversaw all daily operations with a focus on front desk management, booking coordination, conferences, and concierge services. I drove operational excellence by aligning sales and service initiatives to maximize occupancy and efficiency.

#### Key Results:

- Led a turnaround of Front Office Operations, achieving sustained occupancy rates of 85% through enhanced sales and guest service strategies.
- Reduced labour costs and boosted productivity by implementing targeted workforce management and process optimizations, setting a performance benchmark within First Hotels.
- Increased guest satisfaction by 30% and lowered staff turnover through real-time forecasting and standardized operational processes.

