

Starup Soren

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Summary

Leadership: Highly accomplished general manager with excellent business acumen skills and a proven ability to lead multicultural organisations through start-up, turnaround and realignment situations. Consistent track record of delivering impressive results in growth, revenue, operational performance, and profitability.

Turning vision into reality: More than 10 years of hands-on experience in strategic planning, building winning teams, shaping results oriented cultures, and leading by example. Respecting and leveraging human capital using interactive and motivational leadership to spur employees to enthusiastically over-perform.

Broad experience: International experience gained through living in 6 countries, managing employees of 21 different nationalities and doing business in more than 40 countries across 4 continents. Industry experience encompasses Technology, Telecommunication and Transportation.

Specialties

Strategic Planning & Implementation # People Development and Motivation # Cross Functional Team Mentoring, Building and Leadership # New Business Development # Key Account Management # P/L & Performance Improvement # Cross Cultural Management # Alliance & Merger Negotiations # Budgeting and Cost Control # Project Management # OEM Management # Financial Planning & Management # Production Reporting # ERP system implementation # E-commerce development # Offshoring # Outsourcing

Experience

Senior Vice President, Regional Managing Director Asia Pacific at XPonCard

April 2006 - June 2008 (2 years 3 months)

Member of XPonCard's Management team. P/L responsible for XPonCard's Sales activities across the Asia Pacific region. Assumed responsibility for several global functions including Production Management and Data Generation.

- Increased revenue by USD 30 million resulting in a Compound Annual Growth Rate of 85%.
- Realigned the business and changed a zero result into a strongly positive result within a highly competitive market.
- Instrumental in successfully moving several central functions, including Production Management, from Denmark to Thailand and creating a yearly cost saving of above USD 8 million.

- Reduced production unit cost with 34% creating a yearly cost saving of USD 4 million in 2007.
- Increased production of SIM cards in Asia Pacific from 26 million units to 120 million units with a marginal increase in production management costs.
- Built and maintained a highly motivated team while substantially increasing the number of employees across the region.

8 recommendations available upon request

Vice President, Head of GF-X in Asia Pacific and Middle East at GLOBAL FREIGHT EXCHANGE (GF-X)

September 2004 - December 2005 (1 year 4 months)

Member of the GF-X management team. Responsible for GF-X activities across Asia Pacific and Middle East.

- Secured GF-X was selected as vendor of choice for a Chinese portal solution backed by the Chinese Civil Aviation Authorities
- Expanded operations into Australia, New Zealand, Indian Sub-continent, Indonesia and the Philippines.
- Increased bookings within the region with more than 250% in one year.

9 recommendations available upon request

Vice President, Head of EMEA Business Development at Global Freight Exchange

August 2002 - August 2004 (2 years 1 month)

Member of GF-X Management team. Responsible for all client management and prospecting within EMEA.

- Acquisition of large number of new clients including South African Airways, BMI, Iberia, KLM, TNT, Maersk Logistics, Martinair, TAP Air Portugal and Kintetsu. ,

Vice President, EMEA Business Development at Global Freight Exchange (GF-X)

October 2001 - July 2002 (10 months)

Promoted to Vice President for EMEA region. Global Client Management responsibility for Lufthansa Cargo and senior Client Management responsibility for British Airways World Cargo, Panalpina and Danzas AEI.

Senior Manager, EMEA Business Development, London, United Kingdom at GLOBAL FREIGHT EXCHANGE (GF-X)

May 2000 - September 2001 (1 year 5 months)

Responsible for implementation of the world largest cargo carrier Lufthansa Cargo and the world largest freight forwarder Danzas AEI on the GF-X Exchange. Responsible for the launch of the GF-X Exchange on the German market.

1 recommendation available upon request

Regional Cargo Manager and Joint Venture Project Manager, Copenhagen, Denmark at

Scandinavian Airlines

March 1999 - April 2000 (1 year 2 months)

Regional Cargo Manager for SAS Cargo in South Europe. P&L responsibility for the region. Project Management for Joint Venture project with Lufthansa Cargo and Singapore Airlines Cargo.

- Successfully managed a joint venture project with participation of more than 35 employees.
- Managed negotiations of new handling contracts for Spain, Switzerland and Italy and reduced handling cost by fourteen percent.

1 recommendation available upon request

Business Development Manager, Copenhagen, Denmark at Scandinavian Airlines

May 1998 - February 1999 (10 months)

Responsibility for development of the markets in Eastern Europe for SAS Cargo.

- Increased yearly revenue with USD 500K by implementing a network of General Sales Agents across the region.

Executive Management Trainee, Stockholm, Sweden at Scandinavian Airlines

April 1997 - April 1998 (1 year 1 month)

Enrolled in Executive Management Trainee program for experienced professionals.

2 recommendations available upon request

Assistant Finance Manager, Maersk KK, Tokyo, Japan at A.P. Moller - Maersk Group

October 1996 - March 1997 (6 months)

Responsible for Management Reporting for Maersk K.K. and subsidiaries.

Functional Pilot Project Manager at A.P Moller - Maersk Group

September 1995 - September 1996 (1 year 1 month)

Responsible for producing implementation plan for Oracle Financials in Maersk affiliated companies in Sweden. Manager of four business professionals and supervisor of 15 employees from Maersk Sweden's local implementation team.

Group Financial Controller at A.P Moller - Maersk Group

September 1993 - September 1995 (2 years 1 month)

Responsible for producing implementation plan for Oracle Financials in Maersk affiliated companies in Sweden. Manager of four business professionals and supervisor of 15 employees from Maersk Sweden's local implementation team.

1 recommendation available upon request

Executive Assistant at Multi-inform A/S

October 1988 - July 1993 (4 years 10 months)

Education

Handelshøjskolen i København

Master, Economics, 1990 - 1994

Activities and Societies: 1988-1991 THE ASSOCIATION OF DANISH BUSINESS ECONOMIST-FDC-YNGRE CIVILOEKONOMER, Copenhagen, Denmark

The student organization of the Association of Danish Business Economist.

1990-1991 President, the national Board of Executives

Increased the number of members in Denmark with twenty percent during the year. Were founder of a new management structure and initiator of extensive cooperation with student organizations within other disciplines.

Monterey Institute of International Studies

Exchange program, Cross Cultural Business Studies, 1992 - 1992

Handelshøjskolen i København

Bachelor, Economics, 1987 - 1990

Virum Statsskole

Starup Soren

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22 people have recommended Starup

"I had Soren as my direct manager during his time as Regional Managing Director in XPonCard where I was heading the Sales & Marketing team. My impression of Soren as a manager is extremely good mainly due to three of Soren's strengths": his ability to give directions, his ability to create a stimulant work environment and finally his ability to improve my own skills and provide new tools to optimize the outcome of my work. Soren has a unique style when giving direction; there is no hesitation in his objectives which when outlined is done in a manner where people don't feel things are forced upon them. This creates ownership within Soren's teams - especially since team members' own suggestions to reach targets are taken seriously and implemented where possible. Throughout the years I was working with Soren the atmosphere at our work place was motivating, pleasant and rewarding for high performance. People enjoyed coming to work and no one felt left out. Finally, I can with no hesitation say that many of the skills I possess today have been supported and created with the guidance from Soren. I have especially learned to structure my tasks, maintain an overview and use supporting tools (e.g. software tools and management tools) to achieve my targets. I can only give Soren my best recommendations in his further career."

— **Anders Axelsen**, *Senior Vice President, Regional Managing Director Asia Pacific, XPonCard*, reported to Starup at XPonCard

"Mr. Starup is a professional who achieves to cooperate about professional issues and tasks and at the same time add the personal charm which often makes things unproblematic and creates positivism around him. At the same time I respect Søren for not being reluctant to have a standpoint and stick to it."

— **Erik MADSEN**, *Senior Vice President, Regional Managing Director Asia Pacific, XPonCard*, worked with Starup at XPonCard

"Soren is an extremely professional and competent Business Development executive. He has excellent people skills, great customer relationship abilities which he can apply at all levels of an organisation, and a strong strategic intelligence. Soren is someone that is trusted by his team members and customers alike and his sense of leadership allows him to get great performance out of his teams. I had great pleasure working with Soren and would recommend Soren to any company looking for a strong business executive."

— **Guillaume Drucy**, *Vice President, Head of GF-X in Asia Pacific and Middle East, GLOBAL*

FREIGHT EXCHANGE (GF-X), worked directly with Starup at GLOBAL FREIGHT EXCHANGE (GF-X)

"I experience Soren as a very professional and hardworking business executive. He has achieved good results, he possess solid business acumen, and was very well-liked and respected both within his own organisation and among his colleagues in our management team. He is an open and welcoming person with lots of drive and a unique ability to constantly look for new ways of improving his business. Soren seizes power and responsibility and is highly capable of administering it. Under the management of Soren our regional office in Bangkok has grown from 15 to more than 50 locally employed people. I would strongly recommend Soren for any senior management position and hope that we will get a chance to work together in the future"

— **Thomas Knudssøn**, *Vice President, Regional Director Asia Pacific and Global Production Director, Bangkok, Thailand, XPonCard*, managed Starup at XPonCard

"I recommend Soren. He is the best boss I ever had. He has strong inter-personal skills that can bring life in the office. He can bring dynamism in the company with different culture."

— **Aleksis Capili**, *Vice President, Regional Director Asia Pacific and Global Production Director, Bangkok, Thailand, XPonCard*, reported to Starup at XPonCard

"While I was working as project manager for the e-booking project I had the pleasure of working with Soren. Soren always ensured us of an excellent service and stand out as eminent in his approach to customer service and his ability to deliver on promises. Soren takes a very pro-active approach to challenges and follow through until they are completely solved or removed. Soren had the ability to work on across all levels and functions within our organisation."

— **Vincent Bissinger**, *Vice President Business Development EMEA & Asia Pacific, Bangkok, Thailand, GLOBAL FREIGHT EXCHANGE (GF-X)*, was with another company when working with Starup at GLOBAL FREIGHT EXCHANGE (GF-X)

"Soren Starup and I participated in the same Management Trainee Program at Scandinavian Airlines. I know Soren as a very ambitious and a nice colleague."

— **Britta Hjelt**, *Executive Management Trainee, Stockholm, Sweden, Scandinavian Airlines*, worked with Starup at Scandinavian Airlines

"I have worked with Søren during my time as Supply Chain Director at XPonCard. Søren was our Regional Director for Asia. During our corporation Søren succeeded in moving the Branch office from a small, partly self controlling and independent part of the company into the largest office in the company taking care of the biggest part of the total production and at the same time turn the Asian marked to be the fastest growing marked in the company. Søren has an imminent good skill of getting the things done in a fast, efficient and focused way. Another remarkable thing is that there is always a very good spirit around when working with Søren. We covered a lot of ground together,

had a lot of very good results and at the same time it was fun, entertaining and given to me to work with Søren"

— **Henrik Rostgaard Andersen**, *Regional Director Asia Pacific and Global Production Director, Bangkok, Thailand, XPonCard*, worked directly with Starup at XPonCard

"Soren has very strong client interaction skills which he used successfully in acquiring new clients as well as in managing the ongoing relationships with existing clients. As a team member Soren is also always fun to work with which is especially helpful in an intense start up environment."

— **Andrea Sinclair**, *Vice President Business Development EMEA & Asia Pacific, Bangkok, Thailand, GLOBAL FREIGHT EXCHANGE (GF-X)*, managed Starup at GLOBAL FREIGHT EXCHANGE (GF-X)

"While at GF-X Soren and I worked closely together to deliver the GF-X service to our major global customers. While working together it was obvious Soren had a great ability to understand the longer term issues impacting our customers, and was therefore able to help them use the GF-X service as a facilitator of the change needed for them to deliver on their strategy. Consequently our customers received greater benefits than the mere operational cost savings that the platform offered. Nevertheless, there were often complex change issues that needed to be addressed, and Soren regularly made the effort to get on the front line to understand the issues and develop solutions with our customers. His hands on approach to problem solving, and to helping clients develop value from the system long after the initial sale was complete, ensured that strong relationships were developed between GF-X and its customers. Furthermore, he made significant contributions to the management function within the company, and in developing the business in Asia, by far our toughest market."

— **David Heron**, *Vice President Business Development EMEA & Asia Pacific, Bangkok, Thailand, GLOBAL FREIGHT EXCHANGE (GF-X)*, worked directly with Starup at GLOBAL FREIGHT EXCHANGE (GF-X)

"Soren is a friendly and dedicated colleague who worked diligently to realise traction with this internet portal in the airfreight industry. Being the only two danes (with same name although not related) amongst a very international team did evolve our relationship positively; and Soren has my highest recommendations."

— **Per Starup Sennicksen**, *Senior Manager, EMEA Business Development, London, United Kingdom, GLOBAL FREIGHT EXCHANGE (GF-X)*, worked with Starup at GLOBAL FREIGHT EXCHANGE (GF-X)

"Søren Starup took over the responsibility of all XPonCard's activities in Asia Pacific after me. I had the pleasure to work closely together with Søren for 3 months as an introduction and thereafter for a period of 2 years I have had the pleasure to work together with and watch how Søren developed new business areas & grew the exiting business. I have a very positive impression of Søren as a

focused, direct and result oriented manager. I admire the professional way Søren approach challenging tasks and the way and speed he has reached great results in a changing environment. Søren has a positive mind and allow him self to show his humoristic side even under pressure which together with his management skills and results have earned him huge respect from employees, colleagues and suppliers. I am very thankful to Søren for the way he has developed and continued the operation and spirit, which I started and fought for during 5.5 years. I can wholeheartedly recommend Søren to any senior general management position."

— **Bent Hansen**, *Regional Director Asia Pacific and Global Production Director, Bangkok, Thailand, XPonCard*, worked directly with Starup at XPonCard

"Søren has the ability to understand the wide perspective of a business. He is also great in creating and developing new routines with his knowledge of importance of details. He has excellent skills in the political business process, both internal and external and a great representative for a company. Wish him the best in his future challenges."

— **Willy Sjöstedt Nilsson**, *Regional Cargo Manager and Joint Venture Project Manager, Copenhagen, Denmark, Scandinavian Airlines*, managed Starup indirectly at Scandinavian Airlines

"It was a real pleasure to work with Soren Starup in Asia. Soren was at that time working for one of our service provider and his work significantly helped us in the growth of our e-business in this area. Soren Starup is a true professional person and his knowledge equals his ability to build trust with customers. A nice person I would work with again without any problem!"

— **Stephane Bourgault**, *Vice President Business Development EMEA & Asia Pacific, Bangkok, Thailand, GLOBAL FREIGHT EXCHANGE (GF-X)*, was Starup's client

"Soren is an exceptionally committed and inspirational business leader. He has proven ability to lead very effectively in complex and uncertain environments. He is someone I strongly recommend and would be happy to work with again."

— **Ciara Black**, *Vice President Business Development EMEA & Asia Pacific, Bangkok, Thailand, GLOBAL FREIGHT EXCHANGE (GF-X)*, worked with Starup at GLOBAL FREIGHT EXCHANGE (GF-X)

"Soren is one of those rare people who has the ability to build relationships and gain trust at all levels of an organization (internal and clients), from CEOs through analysts/ agents. This, together with his exceptional problem solving skills and creative mindset, ensured Soren was a stand-out performer at GF-X, as frequently expressed by both clients and colleagues. Soren is a true team player who draws the best out of his colleagues, promotes talent and shares successes. I'd work with Soren again in a heartbeat."

— **Rich Brown**, *Vice President Business Development EMEA & Asia Pacific, Bangkok, Thailand, GLOBAL FREIGHT EXCHANGE (GF-X)*, worked directly with Starup at GLOBAL FREIGHT EXCHANGE (GF-X)

"I worked with Soren when i started my career in A.P Moller-Maersk and have maintained my relationship with him ever since. Soren is extremely dedicated and hard working and he learned me a lot during my first years with the company. Soren clearly had the ability to get things done and he was handling pressure very well. Soren almost always put the company's interest before his own and he for me was an example of dedication. He always delivered what he set out to deliver and still stands as an example of best practice to me."

— **Kim Sorensen**, *Economist (see details below), A. P. Moller*, worked indirectly for Starup at A. P. Moller

"Soren presents a professional and supportive image, which is followed up by actions reflecting these same qualities. He demonstrates integrity in his business dealings and is a good communicator."

— **John Lake**, *Vice President Business Development EMEA & Asia Pacific, GLOBAL FREIGHT EXCHANGE (GF-X)*, was Starup's client

"I would say that Soren is a goal achiever. He is the kind of person that would do whatever it takes to achieve the company's goal. For the short years I was in XPonCard, I saw a lot of changes made by Soren at the office which led to a much professional management. SOPs were put to place for a better understanding of each responsibilities, and also to support efficiency and effectiveness of each departments. Another thing about Soren, as everyone in the office would say, he is very strict with budgets. But, he does compensate it with something else. If you show him that you've been working hard, you'll see that Soren can be a very rewarding boss.. Soren is also very good in negotiations. I didn't tell him before, but actually, a lot of the vendors told me that they were sad because Soren really pushed the price. I dont know how, but he did it. Well, it was a benefit on our side, so I didnt complain much about it. The thing I dont like about him is that he always wear ties. I guess it's because I'm just used to a more casual boss.. but that's me though.. hahaha.. I regret that we didnt meet on my last day at XPonCard, since he was on a business trip. I wanted to tell him that the reason I left is actually because I already promised someone, and that I cant go back on my words.. Well, I think I've written too much.. I wish you all the best, Soren.. Would be nice to see you again someday, since I kinda miss talking to the old guys in XPonCard.. Regards, Bayu K"

— **Bayu Kurniadi**, *Regional Director and Global Production Director, Asia Pacific, XPonCard*, worked indirectly for Starup at XPonCard

"I know Søren to be a very social kind of manager with focus on the essentials and a strong will to deliver on the goals."

— **Arild Kaale**, *Executive Management Trainee, Scandinavian Airlines*, worked directly with Starup at Scandinavian Airlines

"Very professional in Business Management, an all round player."

— **Anton Ho**, *Regional Director and Global Production Director, Asia Pacific, XPonCard*, was with another company when working with Starup at XPonCard

"I know Soren as a very trustworthy and reliable person, who did a terrific job in his position as VP at Global Freight Exchange. I can give Soren my best recommendations"

— **Allan Harsbo**, *Vice President Business Development EMEA & Asia Pacific, GLOBAL FREIGHT EXCHANGE (GF-X)*, was with another company when working with Starup at GLOBAL FREIGHT EXCHANGE (GF-X)

[Contact Starup on LinkedIn](#)