

CV BETINA LILIENDAL

Strong and energetic HR profile with solid business acumen

I hold an MBA in HCM and have a commercial background from international companies and the Nordic markets. My career has equipped me with various experiences and competencies – with leadership and human capital management/HR as my main area of work. I am a strong communicator and facilitator and an experienced and well accepted coach - advisor and mentor.

I have both strategically and operational been involved and responsible for all elements in the HR field, required of a HR Business Partner, including budgeting, IT and legal.

I have a passion for communicating the generations different needs and requirements, in order for any workplace to create a positive and beneficial work environment across ages, cultures and education.

A negative work environment is according to all reports, studies and experiences the primary reason for people to leave the workplace or to develop stress. A positive and constructive work environment contributes to the result of the business - financially and with respect to the corporate image.

I am an energetic, ambitious and engaged person with a high drive and motivation and a “hands-on” and “go-do” attitude. I learn fast and adapt quickly to new environments. I work independently and with a high level of integrity in all I do. I am value driven in both business and my private life. I have worked internationally in multicultural settings most of my career and possess strong interpersonal skills and intercultural awareness.

I am direct, pragmatic and respectful in my approach to people. I thrive with new challenges and am good at planning, structuring and managing my time.

Address

Strandlodsvej 27k, st.th, 2300
Kbh. S

Birth

26. June 1968

Private

Engaged, 3 children (1993,
1996, 2004)

Mail betina@liliendal.dk

Mobile

+45 2322 1514

LinkedIn

www.linkedin.com/in/betina-liliendal

Education

2016 MBA - Middlesex
University

2002 Diploma Nursing
DK Sygeplejehøjskole

1992 Reg. Nurse,
Rigshospitalet

Language

Danish 0 0 0 0 0 0

English 0 0 0 0 0 0

Scandinavian 0 0 0

German 0

Spanish 0

IT

- Microsoft Office (Word, Excel, Power Point, Outlook)
- Prezi (Presentation)
- SuccessFactors/
Employee Central (HR)
- Champ (Training log/On-Boarding tool)

Work Experience

2017 - Owner and advisor - Liliendal. Human Capital Management

2020 Interim Business Unit Director Nordic, Almirall ApS

- Commercial/Business/Sales responsible for products on the Nordic market
- Daily leader of the Nordic office in Hellerup
- Collaboration with Head Quarter sales/pricing/market access functions

2019 - 2020 Interim HR Manager Nordic, Almirall ApS

- Operational HR; Handling of redundancies in DK & SE & NO, Off-boarding, Retention and succession plans, Incentive & Performance plans, Employee-handbook, Salary & bonus review, payroll etc. Benefits schemes.
- Organisational re-design and re-grouping of roles and responsibilities – updating job descriptions – Motivation of team
- Provision of support to regional HR and Global/HQ

Other Services (provided to companies like; “Godt Smil”- “Appstract” – “Stjernegaard Rejser” – “Coloplast” – “Roche” – “GC Nordic” – “Nordenta” – “Danish Multiple Sclerosis Registry” and many more.....):

- Interim/ad hoc HR Business Partner
- Analysis, advising, consulting in all areas of Human Capital Management, both at strategic and tactical level
- Lectures and presentations:
 - management of the multigenerational workforce, work culture, matrix/distance leadership & management, cross-border/cross-cultural leadership & management
- Leadership & Management training/coaching/mentoring
- Testing (PTP)

2018 - Freelance Career Consultant – Konsulenthuset Ballisager

- Individual coaching and career advising sessions
- LinkedIn, CV and Job application training – both individual and in plenary
- Mapping of professional and personal competencies and development of personal development plans

2017– 2018: Freelance Outplacement Consultant - FK Select

- Same tasks as above at Ballisager plus job interview training (incl. recording and feed-back) and personal test feed-back (People Test System)

2011- 2017 Teva Denmark A/S

2015 – 2017: Director of CNS Nordic and Site Denmark

- People Management/Leadership and HR tasks:
- Management of intercultural teams and distance leadership
- Change Management (several structural changes)
- Leadership/Management/Organisational development
- Merge and Acquisition (Teva & Actavis)
- Recruitment, Retention, Exit, On-Off boarding, Internal Trainees etc.
- Initiation of projects with “Great Place to Work” and “Arbejdsglæde.nu”
- Establishment of AMO group and APV (Work environment assessment)
- Employee Surveys, follow-up and implementation
- Incentive programs and evaluations. 360-degree evaluations (own and others)
- Management of internal staff conferences and meeting

- Training & development
 - Planning, implementation and execution of education and training of BU members, customers and external partners
 - Lead the team to meet the objectives of the BU/clinic/customer
 - Set up individual objectives for BU members and carry out appraisals
 - Coaching of BU team, sales training and field trip
- Legal
 - Personal Act and legal HR issues (contracts, hiring, firing, maternity leave, holiday etc.)
 - Legal responsible of all issues related to Teva Denmark A/S
 - Competition law, 3rd parties, in-licensing contracts etc.
 - Compliance
- Commercial
 - Overall Sales & Marketing strategy and tactics within CNS & Women's Health at Nordic level
 - P&L responsible for Teva Denmark A/S & CNS Nordic & Women's Health

2012 – 2015: Site Director & Head of Specialty Denmark

- People Management/Leadership and HR & Legal:
 - As above
- Commercial
 - Overall sales & Marketing strategy and tactics, Neurology, Oncology and Respiratory
 - KPIs and KSFs
 - Business- and Marketing plans, budget and sales forecasts (P&L)
 - Market Access Plans/strategies and implementation of related activities
 - KOL and EE management

2011 – 2012: Business Unit Manager, Neuroscience, Oncology, Pain

- Establishing Specialty Product Unit in Denmark from scratch
 - People Management/Leadership and HR & Legal
 - Commercial – Sales & Marketing
 - Market Access

2007 – 2011	Merck Serono, Merck A/S 2008 – 2011 Business Unit Manager, Neurology & Autoimmune Diseases 2007 – 2008 KAM, Neurology
2002 – 2007	MEDA A/S 2005 – 2007 Product Manager, Urology & Gynaecology 2002 – 2005 Product Specialist, Cardiology & Rheumatology
1998 - 2001	Mellemfolkeligt Samvirke , Interviewer, Recruitment
1999 – 2001	Bispebjerg Home Care, Region North 1999 – 2001 Team Leader <ul style="list-style-type: none"> • Implementation of the BUM Model and new organisational structure 1998 – 1999 Home Care Nurse
1995 – 1998	Ministry of Social Affairs in Zimbabwe, Mellemfolkeligt Samvirke Rehabilitation consultant/coordinator, Zaka District
1992 - 1994	Rigshospitalet, Reg. Nurse , Haematology/Paediatric