

# Søren Lassen Andreassen

## Professional background

Søren is a skilled and experienced facilitator and motivator. He works with leaders in top500 businesses and helps companies create high performing teams. More than 30 years as a radio show host has given him powerful tools that makes his teaching fun and rewarding. He's passionate about making you grow!

Søren is a creative entrepreneur at heart, always searching for the most effective way to help you overcoming your challenges. It's all about integrity, courage and a positive outlook on things. He insists on walking the talk, and he gladly shares his personal experiences. It's all about motivation and keeping it real – and having fun doing it.

During his career he has held several challenging management positions including being Market Manager at TDC A/S heading up an account management sales force of 15 highly competent employees accountable for a 261 mio DKK gross turnover. He has also participated in complex development projects such as the winning design "Solva", that later turned into [www.virk.dk](http://www.virk.dk). Søren has worked in executive sales, computer programming, advertising, radio broadcasting, human resources, recruiting and account management.

## Client feedback

Jan Kofoed, TDC: "... he demonstrates a real passion for achieving the best"  
Ulla Dalsgaard, IBM "... he is bold enough to provoke you, which is necessary to achieve results"  
Lars Kerstens, DONG: "... open, trustful conversations without exceeding personal boundaries"  
Jon Michelsen, Deloitte: "...an energetic person and insightful about the ways of the human mind"  
Erik Svaneborg: "I admire his creativity, sincerity, originality. All executed with exceptional warmth"  
Sancha Salgueiro: "... I put in practice every day, in my job, and in my life, what I discovered or learned with Søren"

## Certifications

- Meyers-Briggs Type Indicator I & II (American Management Association)
- DiSC certification (Discover)
- OPQ32 personal profiles, SHL Denmark A/S
- Enneagram Practitioner (Enneagram Institute & Think About It)
- Situational Leadership I & II

## Academic qualifications/ Education

- Electronic Engineering, B.Sc.E.E., Dtu (Technical University of Denmark)
- Diploma in Specialized Business Studies, Viborg Business School
- EPU diploma in psychology, and IKU diploma in integration, Prohana
- Creative Processes, Creativity Workshop, New York
- Audio Production, Berklee School of Music, Boston



## Current position

Associate

## Industry & sector knowledge

- Medical & Pharma
- Financial sector
- Public sector
- Turnaround enterprises
- Audio Learning Programs

## Representative clients

- Novozymes
- Lego Systems
- Nordea
- Lundbeck
- Ministries

## Facilitation languages

- English (fluently)
- Swedish (fluently)
- Danish (native)