



JEANETTE KÆSELER MORTENSEN

Futurist & Business Designer

☎ +45 6161 6165

✉ jkm@jeanettekaeseler.dk

🌐 www.jeanettekaeseler.dk

📍 Pladehals Allé 51, 7.mf.
2450 Copenhagen,
Denmark

ABOUT ME

I identify with being business unusual. My work life has been nowhere near linear, and I have learned from all walks in life. I am a smart and empathetic leader, with inherent business acumen, constantly out to strike the right balance between cost, revenue and resources. I am on a mission to recalibrate the way we live, work and do business.

EDUCATION

MBA Essentials

London School of Economics &
Political Science

2022

Master of Science in Global Studies (cand.scient.pol.)

Lund University, Sweden
2010-2012

BA in History of Ideas and Political Science

Lund University, Sweden
2007-2010

LANGUAGES

English
Danish
Swedish
Norwegian

COMPETENCES

Innovation

I am rooted in the principles of design thinking, employing it as a core methodology to solve complex problems with a user-centered approach. By empathizing with users and understanding their needs, I can not only define the true nature of the challenges they face and develop solutions that resonate, but also design user-centric go-to-market strategies. My experience spans from concept ideation to execution, ensuring that innovations are not only meaningful but also effectively brought to market.

Business Design

As a business designer with expertise in futures studies and entrepreneurial experience, I specialize in driving revenue growth through innovative, market-responsive strategies. By integrating strategic foresight with user-centered innovation, I develop solutions that address current market demands while capitalizing on emerging trends. My track record in managing complex innovation projects highlights my ability to deliver measurable business results, ensuring products and services generate value today and secure long-term profitability.

Strategic Foresight

My expertise in strategic foresight allows me to anticipate trends, identify emerging opportunities, and navigate potential disruptions. By leveraging futures literacy, I can guide innovation processes to not only respond to current consumer needs but also proactively shape future offerings that align with evolving market demands. This approach helps create a resilient, long-term direction for product development, ensuring that clients stay ahead of the curve while delivering impactful solutions.

REFERENCES

Daria Krivonos

Copenhagen Institute for
Futures Studies / CEO

Phone: +45 29 32 59 31

Email: dka@cifs.dk

Karete Kristoffersen

Slingshot / CEO

Phone: +47 976 577 23

Email: karete@slingshot.no



JEANETTE KÆSELER MORTENSEN

Futurist & Business Designer

☎ +45 6161 6165

✉ jkm@jeanettekaeseler.dk

🌐 www.jeanettekaeseler.dk

📍 Pladehals Allé 51, 7.mf.
2450 Copenhagen,
Denmark

EDUCATION

MBA Essentials
London School of Economics &
Political Science
2022

**Master of Science in
Global Studies
(cand.scient.pol.)**
Lund University, Sweden
2010-2012

**BA in History of Ideas
and Political Science**
Lund University, Sweden
2007-2010

LANGUAGES

English
Danish
Swedish
Norwegian

WORK EXPERIENCE

○ Nov. 2023 -
Jeanette Kæseler - Self-employed
Business Designer and Futurist

I have started my own business, Jeanette Kæseler, as subcontractor to Sopra Steria, Norway, having acquired EGGS Design. Mainly managing innovation projects for large clients in the Norwegian energy sector.

○ Feb. 2022 - Sept. 2023
EGGS Design, part of Sopra Steria
Creative Leader in Business Design

I joined EGGS Design, a Norwegian design-driven innovation agency, as a business designer in February. In Sept. I joined the leadership team with the aim of growing the Copenhagen department and positioning EGGS Design as the go to innovation agency in Denmark.

○ Jan. 2018 - Dec. 2021
Copenhagen Institute for Futures Studies
Head of New Business

Working as Head of New Business and futurist advisor, has equipped me with a strategic and futurist toolbox, challenging what assumptions businesses base future success on. My internal function was to shift the organization from a reactive to proactive market presence, developing go-to-market strategies and establish strategic partnerships within the advisory department.



JEANETTE KÆSELER MORTENSEN

Futurist & Business Designer

☎ +45 6161 6165

✉ jkm@jeanettekaeseler.dk

🌐 www.jeanettekaeseler.dk

📍 Pladehals Allé 51, 7.mf.
2450 Copenhagen,
Denmark

EDUCATION

MBA Essentials
London School of Economics &
Political Science
2022

**Master of Science in
Global Studies
(cand.scient.pol.)**
Lund University, Sweden
2010-2012

**BA in History of Ideas
and Political Science**
Lund University, Sweden
2007-2010

LANGUAGES

English
Danish
Swedish
Norwegian

WORK EXPERIENCE

○ Fed. 2016 - Dec. 2017
Jeanette Kæseler - Self-employed
Innovation Consultant

Assisting bObles, a design company, producing playful furniture for tumblers, in growing their business abroad through collaboration with LEGO and DFDS. Resulting in succesfull product launches in Norway and Sweden. Export is still going on today.

○ Apr. 2015 - Jan. 2016
DAP Design
Co-founder

I co-founded DAP Design with a highly skilled designer, Joe Ikareth, designing clothes for Differently Abled People (DAP). The purpose was to design clothes that enable those with minor disabilities to get dressed themselves without assistance from caretakers (for example magnetic shirts). We learned from the accelerator program we won through Nordic Innovation and Creative Business Cup, Denmark.

○ Jul. 2013 - Jul. 2015
Amock
Founder

I started my working life as an old school entrepreneur, setting up a small business within retail, selling leather belt bags designed by myself. I set up a small production on leather belt bags from a traditional Moroccan tannery, firstly selling to the Danish market. After saturating the market in Denmark, the main market requesting my goods, were China, England and Canada.