



# Jacob Saugman

Leader in digital, innovation and commercial.

## Contact

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## Profile

Innovative and ambitious digital leader with focus on driving value through user centric development and bright minds.

- **Growth:** Growing user and revenue with + 20% on digital channels in year 1 in current role and continuously scaling of MVPs to production.
- **Leadership:** Repeatedly shaped digital product organization to deliver on strategy and value
- **Innovation:** First mover in bringing award winning AI solutions to DK consumer market in 2020
- **Motivational:** Top 5% score in employee satisfaction rate 2 years in a row

I drive digital strategy and shape organizations to deliver on them.

## Experience

2023/10-Present

### Director Digital experience, DSB

Building a powerful digital organization to deliver value to all our customers when meeting us in the digital world.

- +20% growth in user base and digital revenue
- Launch of “check ind” on DSB app with more than 1M journeys in first 3 months
- Responsible for driving 3B DKK worth of revenue through app and web ownership.
- Leading Digital Product discovery and Product ownership

2021/05-2023/10

### Director Digital Labs & innovation, DSB

Shaped a digital full-service organization to deliver on innovation products and push innovation and digital mindset in the organization.

- 3 MVPs to market in 1 year and 2 passed on for incubation
- Introduced AI in product development and in actual consumer products
- Driving digital and innovation through IT management group
- Leading the strategic innovation investment with C-level as direct advisory board

2017/10-2020/08

### Head of innovation execution, DSB

Implemented a value driven (OKR) delivery model for bringing the right innovation products quickly to market

- Awarded Danish Digital awards gold and silver in AI and innovation for one of the first AI consumer products to help customers during corona
- Launch of micromobility partnership product with 5 companies and more than 500 paying customers. Promoted to incubation.
- MVP with first 1.000 active users of DSB loyalty program. Incubated and today more than 1M members.
- MVP of Ping traffic information app with first 2.000 users. Incubated and foundation for the service today.
- Coached 25+ colleagues in innovation methods and strategy that trained a total of 400+ colleagues.

*During this tenure worked as **Innovation Program owner** until august 2020*

2013/05-2016/04

### Digital Director, mensch

Building the digital competencies & partnerships and process from scratch as well as establishing a digital partner network to grow the digital maturity and deliveries.

- Launch of FinansDanmark.dk being the first 360 digital and offline full rebranding in the agency history
- Launch of the nordics.com for Nordisk Ministerråd
- Implemented digital product scoping and agile methods.

2013/05-2016/04

### Engagement manager & strategic advisor, Charlie Tango (In2media)

Responsible for pushing digital strategy, concepts and innovation for Charlie Tango customers. Portfolio among other Coop, Irma, Danske Bank, Danica, DSV and BRF.

- Launch of first Irma smartphone and tablet e-com apps
- New danskebank.dk to drive digital and commercial strategy
- Launch of first version of bedstehjem.dk
- Launch of first Coop membership app
- Launch of Gyldendal.dk e-com

*During this tenure worked as **Senior Project manager** until oct 2014.*

2012/04-2013/06

### Strategic lead & partner, MotionCPH

Founded a small digital agency with focus on data and putting the right media in motion to drive business value. Working with a variety of digital media for various clients – no one too small, no one too big if we believe we can create actual value by putting together the right digital media mix for them.

2010/11-2012/04

### Head of mobile, De Gule Sider

Responsible for optimizing and monetizing the mobile services at "De Gule Sider" while creating value for the "end-users" and the advertisers.

- Designed and implemented the first mobile specific products at De Gule Sider A/S which optimized the delivery pct. by close to 90%.
- Analyzed potential of current partners and developed new partner channels to deliver on lead strategy.

*De Gule Sider A/S handed in petition for bankruptcy in 2012.*

2006/06-2010/10

### Marketing Manager, Mobile People

Connecting marketing activities and campaign to actual key account leads. Drove activities such as mail campaigns, events, direct marketing and more.

*During this tenure also worked as **Project manager** and **Presales manger**.*

### Education & certifications

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2023	Leading Safe, SAFe
2019	Future foresight, Bespoke Objective Key Results, Møller/Beck Crucial conversations, Møller/Beck
2017	Design Thinking, ITU
2016	Professional negotiation, Bro
2015	Frontend foundation, Codeschool
2012	Management in practice, KEA
2009	Certified project management associate IPMA
2009	Project Management, Manaz
2008	Bachelor's in economics, CBS
2006	AP graduate in marketing management, KNORD
2003	Higher commercial education, Hillerød handelsskole

## Languages & Skills

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Danish	Native proficiency
English	Full professional proficiency
German	Limited working proficiency
Design thinking	Trained practitioner (Course and implementation)
Futures	Trained practitioner (Course and implementation)
Tech	Self-taught and trained (Course and implementation)
Feedback	Trained practitioner (Course and implementation)
Objectives Key Results	Trained practitioner (Courses and implementation)

## Extra curriculum

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2011-present	Jury member, Best in UI, Danish Digital Awards and other
2009-present	Independent start up and digital advisor, various
2021-present	Mentor, continuous
2008-2010	Author, 4 books on mobile marketing
2010-present	Expert speaker, world passenger festival, The Camp and many other

## Personal

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Age	Born December 1983
Status	Married since 2015 to Mette
Family	3 boys, 2015, 2019, 2022
Nationality	Danish
Hobbies	Football, painting and DYI