

IF YOU WANT TO CATCH UP, DO THE SAME.
IF YOU WANT TO GET IN FRONT, DO IT DIFFERENTLY.

Torben Valsted



A Chief Imagineer and growth architect dedicated to cultivating consumer bonds and team empowerment as the foundation of sustainable business growth.

Passionate about harmonizing commercial strategy, leadership, and intelligence to co-create meaningful connections and drive transformation with purpose.

A visionary and servant leader with a proven track record of unleashing collective genius to navigate change, innovate solutions, and foster team excellence.

Leadership Experience & Expertise

- Retail
- Marketing
- Sales
- Trade Marketing
- Insights & Analytics
- Change Management
- Digital Transformation
- Business Development

Key Skills (LinkedIn Endorsements)

Sales & Marketing	(314)
Strategy	(247)
Leadership	(175)
Retail	(121)
Analytics	(106)
Development	(68)

Values & Beliefs

- Purpose Beyond Self
- Visionary Innovative Leadership
- Courageous Decision Making
- Integrity as a Core Principle
- Empathy & Equality as the Foundation
- Change to Stay in Front



Bussum, Netherlands

+31 6 25 77 47 28

valsted2020@outlook.com



IMAGINEERING JOURNEY



CHIEF IMAGINEER

IMAGINEERSHIP · SELF-EMPLOYED

Creating emotional ViiBE (Virtuous intelligent intuition Bonding Experience) is the key to building long term bonds with customers. Double-digit business growth as the by-product of growing Good ViiBE in cooperation with business partners.



Netherlands
JUL 22 –

ImagineerShip
Concept
Creation and
Co-Creation
with Partners



MANAGING PRINCIPAL BUSINESS CONSULTING

BUSINESS CONSULTING PRACTICE IMAGINEERING

Created cooperation with key stakeholders and together imagineered a powerful consulting framework with the objective of expanding EPAM's partner engagement. The journey was disrupted due to EPAM's exposure to Russia, Ukraine and Belarus.



Netherlands
SEP 21 – JUN 22

Created Team
Extension



Built Consulting
Concept



INSIGHTS & ANALYTICS DIRECTOR EMEA

MEMBER OF THE NIKE DIRECT STORES EMEA LEADERSHIP TEAM

Built a team of high performers who functioned as "business translators" in imagineering Nike's most successful deciding-with-insights transformation ever.



Netherlands
NOV 17 - APR 21

70k+ Hours
Repurposed



\$200m+ Annual
Revenue Uplift



Built 15 FTE
Team



Digital Insights
Transformation



GLOBAL BUSINESS DEVELOPMENT DIRECTOR NSP

MEMBER OF THE GLOBAL NIKE STORES PARTNERED LEADERSHIP TEAM

Key player in the global team imagineering the "fewer, bigger, better" strategy for Nike's fleet of 7.500 partner stores (\$8b business).



USA
SEP 15 - NOV 17

18%+ Annual
Revenue Uplift



4ppt Margin
Increase



Strategic
Transformation



RETAIL & BUSINESS PLANNING DIRECTOR CEE

MEMBER OF THE CENTRAL & EASTERN EUROPE LEADERSHIP TEAM

Led a great team of 30+ planners across CEE and imagineered a "planalytics" approach driving healthy growth through assortment optimization (9boX decision tool) and stock+sales business planning.



Netherlands
SEP 13 - SEP 15

36% Leaner
Inventories



15%+ Annual
Revenue Uplift



Integrated Key
Teams



"Planalytics"
Transformation



Education



Masters of Marketing Management 1993

MBA Equivalent in Management Psychology 1996

Nestle Executive Certificate 2007

Copenhagen Business School

Evan-Jones International

LBS



Teaching & Coaching Experience



Masters level lecturing at Copenhagen Business School, Cotrugli (Croatia) and Agora (Croatia)



Coaching of Store DNA's journey to become a leading shopper insights company



Mentoring changed the course of my own life and I therefore take great pride in passing it on as a mentor for others

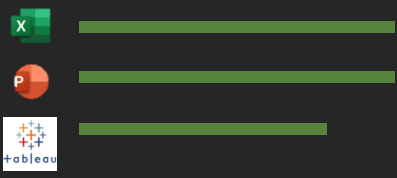


Awards & Recognitions

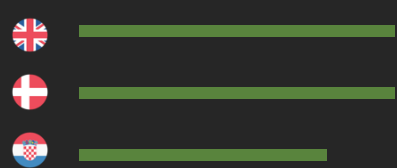
- Nike Global Maxim Award Winner
- Nike JDI (Just Do It) Nominee
- Several Nike MVP Awards
- Croatian Marketing Awards (Carlsberg)
- Kraftprøven (Danish Retail Award)



Software Literacy



Languages



Leisure Time Activities



REGIONAL SALES DIRECTOR CROATIA & SLOVENIA

MEMBER OF THE CENTRAL EUROPEAN LEADERSHIP TEAM

Built a strong team imagineering an impactful market segmentation and sales strategy, which reduced frictions among resellers and powered strong growth focused on the premium segment.

- Croatia APR 10 - SEP 13
- 11%+ Annual Revenue Uplift
- Total Market Transformation
- Built Award-winning Team



COMMERCIAL DIRECTOR ADRIATICS

MEMBER OF THE ADRIATICS LEADERSHIP TEAM

Imagineered an own-sales-force strategy which was successfully implemented over a 2-year period while building a team of more than 120 salespeople across functions and countries.

- Croatia 2004 - 2008
- 3X Revenue Growth
- Built 120 FTE Sales Team
- Route-to-Market Transformation



FOUNDER

Imagineered a "we make solutions live within" non-consulting approach to consulting, which proved successful in cooperation with clients such as Imago (leading advertising agency), PepsiCo Croatia and Dukat (Croatia's biggest dairy company).

- Croatia 2002 - 2004
- Self-sustained Business Year 1
- Consulting Evolution



MARKETING & BUSINESS DEVELOPMENT DIRECTOR

MEMBER OF THE LEADERSHIP TEAM

Successfully imagineered the building of a new beer brand, which reached more than 20% market share, powered by a very passionate and strong team, which would always "go the extra mile".

- Croatia 1997 - 2002
- From 5% to 20%+ Market Share
- From 12 to 70 FTE Commercial Team
- Beer Marketing Transformation



TRADE MARKETING MANAGER

MEMBER OF THE LEADERSHIP TEAM

Imagineered Trade Marketing in Denmark, and built a market-leading team, which revolutionized the relationship between Carlsberg and key retail partners.

- Denmark 1990 - 1997
- 10PPT Overall Margin Increase
- Built Team of 5 FTE
- Trade Marketing Transformation

BONDING IS THE NEW BRANDING
www.imagineership.com

