

**KICK OFF
YOUR CAREER**

**CARLSBERG
TESTIMONIALS**



ALDER
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SIMON KJÆR FOGED

As a student

I held a position as Insights Assistant in Commercial Development, a department devoted to setting the strategic and commercial direction for Carlsberg in Denmark. Here I witnessed first hand the importance of understanding the consumer, the category and the market in order to win in the market you operate in. Through insights and analyses the department unfolded trends and white spots, which were used to ensure the right product pipeline for the different brands. By excelling in understanding consumer needs and market trends you are able to meet market demands and outdo your competitors

TIMELINE





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NANNA

LETH

As a graduate

What did you learn at Carlsberg as a Graduate?

Carlsberg has been a great place to start my career. The graduate program gave me the chance to work within different areas. I have learned a lot about the whole organization, what motivates me and given me the chance to gain a lot of different competencies both professional and personal.

The culture in Carlsberg invites you to participate in discussions, take responsibility and it is okay to make mistake and ask for help, as it is all part of your learning curve. Carlsberg is a big organization with different career paths and you get the chance to work both national and international.

The culture in Carlsberg is very social and people are very passionate about beer, the history and what they do. We often hang at social events, like football games, festivals, our yearly ski trip and in the Friday bar.

TIMELINE

Before Carlsberg

2013 (graduated)

BA.IMK - Intercultural Market Communication, CBS.

2014

Marketing Intern, VisitDenmark

2014-2016

Marketing Coordinator, Taffel/Estella

2016 (graduated)

MSc in Economics and Business Administration, Global marketing & Innovation Management, SDU.

At Carlsberg

2016 – 2018

Commercial Graduate Carlsberg Denmark

2018 – 2019

Brand Manager (STA), Carlsberg group, Eastern Europe

2019 – Present

Commercial NPD Project Manager, Carlsberg Denmark



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KRISTIAN SENGELØV

As a graduate

Working as a commercial graduate in Carlsberg, I learned how important it is to have a holistic view in everything we do. If we only judge our decisions and initiatives on how they affect our own part of the business, then we could end up making the wrong decisions for the company.

One of the greatest strengths of the graduate programme is, that you learn how to work in different departments, with different cultures, different types of projects and different people. This makes you able to adapt to processes and co-workers, which might be a bit further from what you have been used to previously. The culture in Carlsberg is very social and people are very passionate about beer, the history and what they do. We often hang at social events, like football games, festivals, our yearly ski trip and in the Friday bar.

TIMELINE

Before Carlsberg

- **2011 (graduated)**
Cand.Merc.EMF, Copenhagen Business School.
- **2011**
I got my first full time job at Carlsberg

At Carlsberg

- **2011 – 2013**
Commercial Graduate Programme, CDK
- **2013 – 2016**
Commercial Brand Manager, Coca-Cola portfolio
- **2016 – 2017**
Category Manager, FAB & Water
- **2017 – 2018**
Customer Manager, Customer Marketing
- **2018–Present**
Snr. Category Manager, Soft Drinks



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CHRISTINE DANIELSEN

As a graduate

I did four rotations in ONT & OFT sales, marketing and supply chain. Through this I got a thorough understanding of Carlsberg Denmark's end to end value chain and learned the importance of understanding that decisions in a production company like ours, may impact the organisation in many places and ways. A learning that I have taken with me and have done my best to think into every project I have done ever since.

TIMELINE

Before Carlsberg

2011:
Graduated from
Copenhagen Business School
MSc in Management of Creative Business
Processes

At Carlsberg

2011-2013
Sales and Marketing Graduate

2013-2014
Strategic Advisor for the Off Trade VP
(project position)

2013-2016
Brand Manager, Foreign Craft &
Specialty Beer

2016-2017
Brand Manager, Tuborg

2017-2018
Marketing Manager, Alcohol Free Beer

2017-Present
Business Development Manager



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MADS

**NØR-
PEDERSEN**

As a student

I was lucky to try out many different jobs being a student at Carlsberg, such as: engineer intern, route planner, production planner and export assistant. The variety of jobs have given me great insight in the daily operations of Carlsberg and have provided me with valuable learnings for my future career. I have also developed skills within SAP, office pack and other software which are highly valued in the industry. The most important thing I have learned at Carlsberg is our shared attitude towards “brewing for a better tomorrow”, which comes through happy employees and a carrying environment. I am proud to be a part of a sustainable journey, which I for sure will pursue in all my future rolls as an

TIMELINE

Before Carlsberg

- **2009:**
Since the age of 13, I have been working with disabled kids next to my studies. This experience has learned me how to collaborate with many different people and handle conflicts, which is very helpful both professionally and privately.
- **2011:**
I am a master student within “Operations Management and Supply Chain Decisions” from Southern Danish University.

At Carlsberg

- **2018-2018**
Engineer Intern
- **2018-2018**
Route Planner (summer job)
- **2018-2019**
Production planner in Fredericia, Denmark
- **2019-Present**
Export Student Assistant



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JAKOB

KVIESGAARD- BENDIXEN

As a student

I gained career-related experience. At university I used this to bridge the gap between theory and praxis, resulting in stronger academic performance. In general, the experience developed my competences. It provided me with the ability to prioritise, clarify goals, acquire skills and self-confidence, and build a network of contacts.

More specifically, I got the insight into a large organization in a global and dynamic setting. Here I learned the importance of seeking, developing and sharing of best practice.

TIMELINE

Before Carlsberg

● My first fulltime job was at Carlsberg

● **2020:**

MSc in Engineering –
Operation Management –
University of Southern Denmark

At Carlsberg

● **2017-2017**

Engineer Intern
(Production Support Team)

● **2017-2017**

Shift Manager (Production)

● **2017-2019**

Student Assistant (Supply Chain
Planning)

● **2019-2021**

Graduate (Supply Chain)



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MORTEN PUMP POULSEN

As a graduate

I have learned a lot about the entire value chain of Carlsberg Denmark through my four rotations in sales, marketing and supply chain. It was a pleasure to work with colleagues throughout the entire organization and the graduate programme has given me a broader understanding of how decisions in one business unit affect the others.

TIMELINE



TIMELINE

Before Carlsberg

2019

Bachelor of Chemical Engineering, University of Southern Denmark

2019

I got my first fulltime job at Carlsberg.

At Carlsberg

2018-2019

Engineering Intern and student helper in Quality Department

2019

Process Engineer – Packaging line D1



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JONAS FABRICIUS

As a student

I learned about the complexity of the implementation process in large companies and the importance of standard processes and ways of working.

In addition I was able to use the knowledge gained from my study to improve processes at Carlsberg, which confirmed me in my choice of study. Generally I gained a lot of working experience within a short period of time at Carlsberg, which resulted in insight regarding the importance of working with others and using different people's knowledge to solve complex problems.



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HENRIK KJÆRULFF

As a student

I was motivated in organization and performance management.
I learned how to work efficient in teams and the importance of communication and involvement.
I learned about my own strengths and weaknesses in project management.

TIMELINE

Before Carlsberg

2016: (graduated)
Bachelor of Manufacturing Engineering and Management. University of Southern Denmark.

2018
I started my professional career in Carlsberg

At Carlsberg

2015
Internship, Filling department – Early life supporter while implementation of new IT-systems

2016-2018
Supply Chain Graduate
- Teamleader at External warehouse,
- Interim Field Force Manager in Field Sales Off-trade,
- First Line leader in filling department

2018-Present
Field Force Manager in Field Sales Off-trade

