

# Terje Bjørnsen

---

<b>Personalia</b>	46 years old, family man (three children with partner Siri).
<b>Summary</b>	Analytical, creative and solution-oriented graduate engineer with MBA degree and more than 20 years of work experience from challenging tasks within the Norwegian IT & telecom industries. Main competences include strategy and business development, marketing management, project management and concept development based on IT/web/telecom technology.
<b>Work experience</b>	<p>20/10/03 – <b>Bjørnsen Consulting</b>, Oslo <b>Self-employed advisor</b> Project management, strategy development, product management and technology consultancy.</p> <ul style="list-style-type: none"><li>▪ Project management for launching DVD based on the TV-series <i>New Scandinavian Cooking</i> on the US market. Included setting up logistics, payment solutions and distribution logistics for online sale.</li><li>▪ Assessment of cost structure and prices for infrastructure for Telenor.</li><li>▪ Project manager for Nett-TV's Internet initiative for <i>New Scandinavian Cooking</i>, a TV-show aired US nationwide on channel PBS. The assignment included developing specifications and RFP, vendor selection, development and launch of <a href="http://www.scandcook.com">www.scandcook.com</a>, in addition to sales towards sponsors.</li><li>▪ Assessment of prices for leased lines to Svalbard for Telenor.</li><li>▪ Project manager for Telenor in connection with pre-engineering of "triple-play" service (Internet, TV and phone) in Longyearbyen. The assignment included evaluation of platforms and delivery/billing.</li><li>▪ Advisor for Telenor in connection with development and launching of broadband services (xDSL and leased lines) in Longyearbyen. This encompassed pricing of new services, development of delivery and billing chains, sales and marketing, as well as setting up a demo site (<a href="http://svalbardporten.no">svalbardporten.no</a>).</li></ul> <p>1/2/02 – 20/10/03 <b>Creuna</b>, Oslo 1/2/01 – 31/12/02 <b>Razorfish</b>, Oslo (merged with Creuna 01.01.02) <b>Senior consultant</b></p> <ul style="list-style-type: none"><li>▪ Main areas of work include strategy and business development associated with Internet based solutions, telecom, mobile commerce and brand strategy.</li><li>▪ Assignments for i.a. Posten Norge (portal strategy), DnB (mobile future), Eircom (market analysis), Holberg Finans (business strategy), ELCON (brand strategy), Telenor Mobil (business strategy), Telenor Teleservice (project management and concept development).</li><li>▪ Sales: won contracts for i.a. SINTEF, Telenor, ELCON, Prime Minister's Office.</li><li>▪ Employees' representative in Razorfish board.</li></ul> <p>1/2/00 – 1/2/01 <b>Telenor Bedrift</b>, 0130 Oslo <b>General manager PSTN/ISDN</b></p> <ul style="list-style-type: none"><li>▪ Manager Product department (20 employees) and responsible for Basic Services (PSTN/ISDN) for the Norwegian business market (revenues: NOK 4 bill./year). Focus on maintaining market share through tactical pricing, product development, billing services and marketing activities.</li><li>▪ Development of strategy for the product area.</li><li>▪ Member of project boards for all PSTN/ISDN product development projects.</li></ul> <p>20/6/99 – 31/1/00 <b>Telenor Bedrift</b>, 0130 Oslo <b>Advisor</b></p> <ul style="list-style-type: none"><li>▪ Development of strategy and business plan for basic services (PSTN/ISDN/leased lines).</li><li>▪ Member of projects outlining the merger between Telenor and Telia. I.a. assessed the organizational division between network operator and service provider, as well as regulatory issues.</li><li>▪ Analysis of opportunities for mobility features in fixed line services.</li></ul> <p>1/2/97 – 1/8/98 <b>Telenor Privat/Mobil</b>, 0130 Oslo <b>Advisor, product department</b></p> <ul style="list-style-type: none"><li>▪ Coordinated the establishment of a "fixed-mobile convergence" (FMC) strategy for Telenor. Initiated and participated in development of new service concepts.</li><li>▪ Headed corporate project that coordinated all internal and external communication with regard to the launch of Telenor's telephony interconnect services.</li><li>▪ Headed a corporate project that developed specific recommendations with regard to the harmonizing of prices for leased lines, interconnection, wholesale and telephony services.</li></ul>

Continued..

---

**Work experience**

(continued)

---

1/1/95 – 1/2/97 Telenor RNT, 0130 Oslo

**Manager leased lines services**

- Manager of product department (5 employees) responsible for Telenor's leased line portfolio (NOK 1.5 bill. /year) with regard to service features, pricing, promotion and distribution.
  - Managed a successful transformation of Telenor's leased line portfolio to face new competitive situation. This included development of a new pricing structure, handling of regulatory issues and coordinating process with corporate management and the Department of Transportation.
  - Presentation of Telenor's broadband strategy on conferences and for customers.
- 

1/8/93 – 1/1/95 Televerket, division Nettleveranser, 0130 Oslo

**Project leader, Telecom Outsourcing**

- Headed corporate project that developed recommendations for telecom outsourcing offerings.
  - Headed product development project for service management (CNM) of Frame Relay data service in cooperation with British Telecom.
  - Participated in developing new concepts for customer service.
  - Participated in sales project towards largest corporate accounts.
- 

1/1/89 – 1/8/93 Comma Data Service / ND ServiceTeam, 0621 Oslo

**Group manager, IT products and services**

- Marketing management of Comma's IT product portfolio (4P).
  - Manager of product department (5 employees).
  - Held presentations at conferences and for customers.
- 

1/8/84 – 1/1/89 Norsk Data, 0621 Oslo

**Product manager, Corporate Marketing**

- Sales support activities, including performance measurements and tuning of data systems.
  - Sales presentations for customers.
  - Participated in concept and product development projects.
- 

1/1/83 – 1/7/84 Air Force Material Command (LFC), Kjeller

**Private**

- Participated in evaluation of specification for new command and control system (CCISS).
  - Evaluation of PCs for purchase to the Air Force.
  - Testing computer circuit boards for Norsk Data (extra part-time evening work).
- 

1/11/81 – 30/9/82 SINTEF Runit / ELAB, Trondheim

**Researcher (Several separate engagements)**

- Modeling and measurements in X.21/25 networks (Uninett).
- 

**Education**

20/8/98 – 16/6/99 NSM/BI, Sandvika

**MBA**

- Average grade: 3.7 (scale 1-4, 4 is best).
  - GMAT 04.08.98 = 660 (92% of examinees tested below this score)
- 

1997 – 98 Telenor

**Telenor Partnership Programme**

- Mutual course for managers at BT, Tele Danmark and Telenor.
- 

1991 – 92 NSM/BI, Sandvika

**Marketing management**

- Part time course for managers.
- 

1977 – 1982 NTH, Trondheim

**Graduated engineer, division Electro technical, telematics department**

- Post-graduate thesis about performance in X.25 networks.
- 

1974 – 1977 Firda Gymnas, Sandane

**Grammar school, science subjects**

- Examen Artium
- 

**Language**

Norwegian, English

---

**Interests**

Member of Norsk Markedsanalyse Forening. Radio amateur (LA8LT).  
Tennis, football, snowboarding, windsurfing, computer gaming. Literature and music (guitar).

References supplied on request.