

Resumé - Bengt Heggertveit

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Married, 3 adult children (21, 23, 25)



Profile

Market oriented executive well balanced between analytical- and creative work. Major skills built upon sales- and marketing work in different industries. International experience, energetic, strong and clear leadership. Strong people manager and communicator who strives to empower all employees. Delivers results according to plans and focuses on good corporate citizenship.

Key competences

Business	Creating customer focus in the entire value chain Operational excellence development – best practice Value chain focus – use of relevant KSFs Change management Brand development Strategic focus – Board of Directors experience last +20 years
Leadership	Value based leadership Professional, but informal and direct – empowering and positive “Develop or terminate” («Utvikle eller avvikle»)
Personal	Rational and analytical, ensuring continuous development and progress, positive

Key experience

08/2020 -	Management consultant/Partner	Automotive Consulting Group AS, Oslo
10/2019 – 08/2020	Management consultant	Peak Consulting Group AS, Oslo
11/2016 – 08/2019	CEO	Ferda AS/Caravansenter Holding AS
02/2015 – 10/2016	Managing Director	Kroken Caravan Detalj AS (Kroken-gruppen)
08/2012 – 06/2014	Managing Director/Vice President	Byggeriet Norge AS / Mestergruppen AS
01/2004 – 02/2012	Managing Director	Vianor AS
10/2001 – 11/2002	Managing Director	Leo Burnett I:D AS (Leo Burnett-gruppen)
05/1998 – 06/2001	Director of Sales and Service	THINK Mobility/Ford Motor Company
02/1993 – 05/1998	Marketing Director/Regional director	Merkantildata ASA/MBS Fjerndata AS (now Atea)

Education

1989 – 1991	Master of Business Administration (MBA), Honors, University of Colorado, Boulder, Colorado, USA <i>Beta Gamma Sigma</i> (Honor society for high scholastic achievements in bus schools), GPA 3,88 (max 4,0)
1986 – 1988	Bachelor of Science, Computer Science, University of Oslo, Oslo

Board of Directors experience

2020 -	Member BOD K.Ekrheim AS (food wholesaler)
2019 -	Member BOD Avara AS – start-up, tech solutions for the RV-market
2012 – 2017	Member BOD ABAX AS – telematics (Norge, Sverige, Danmark, Finland, UK)
2006 –	Member BOD Kellox AS/Loxkel AS – importer/wholeseller marine- and MC (Honda, Vespa, Piaggio)
2006 – 2009	Member BOD Motorport Norge AS – retail chain, motorcycles
2003 - 2006	Chariman BOD Terramar AS, leading project mgmt. consultants, Oslo (now Atkins)
2001 - 2002	Member BOD InfoCom Group AS (Høvik), telecom consultants.
1998 – 2000	Member BOD Nordic Business Communication AS (Stavanger), outsourcing, FM, IT-strategy
1996 – 1997	Member BOD RiksNett AS (Oslo), internet provider – start-up

Experience – details

- 08/2020 - **ACG – Automotive Consulting Group AS – Partner and management consultant**
Management consulting company working primarily with clients in the automotive- and related industries.
- 10/2019 – 08/2020 **Peak Consulting Group AS – Management consultant**
Management consulting company, partly owned by the Danish mother company. Focusing on professional project management of clients strategies and projects. Ending relationship due to company change of focus during the corona-situation spring 2020.
- 11/2016 – 08/2019 **Ferda AS - Caravansenter Holding AS (Adolfsen Group), CEO**
Head of new Nordic chain of motorhome- and caravan retailers. M/A-based build-up of 10 locations by mid 2019. Annual sales of appr MNOK 800, 150 employees. Established chain admin, stock financing and new brand. First provider (and only) of national service- and warranty offering.
- 02/2015 – 10/2016 **Kroken Caravan Detalj AS / Kroken Caravan gruppen – Managing Director**
Managing the Kroken group's own retail dealers – 6 locations – selling motorhomes, caravans and services. Annual sales of appr MNOK 470, 70 employees. Turn-around project as part of owners' selling of the group. Increased both turnover and EBIT. Sales process terminated Q1/2016.
- 08/2012 – 06/2014 **Byggeriet Norge AS/Mestergruppen AS – Managing director/Group director**
Wholly owned subsidiary of Mestergruppen AS responsible for selling building supplies to mainly professional customers. Appr 100 outlets including 22 owned outlets. Turnover of 2,5 billion NOK, 400 employees. EBITDA MNOK 90. Employment ending June 30th 2014 due to major restructuring of the group.
- 03/2012 – 8/2012 **Tempodia AS** – project engagement, various subsidiaries (retail)
- 01/2004 – 2/2012 **Vianor AS – Managing Director**
Wholly owned subsidiary of *Nokian Tyres* plc of Finland, the world's leading tyre manufacturer for nordic conditions. Leading the buildup of a sales- and marketing oriented organization, increasing turnover from appr MNOK 400 to MNOK 656. Economic value to the owners increased by 57 % during the same time. 68 Vianor outlets, including 47 owned outlets (300 employees) in Norway focusing on sales and service of tyres and related products to consumers and business customers. Development of car services. Member of Vianor Group Management Team in Finland.
- 06/2003 – 12/2003 **Self-employed consultant**, business development and marketing.
- 11/2002 – 06/2003 *Sabbatical*
- 10/2001 - 11/2002 **Leo Burnett I:D AS – Managing Director**
Head-hunted to turn-around job for two recently merged agencies within the Leo Burnett advertising group responsible for direct-, interactive- and database marketing. Rev. NOK 25 mill. Stabilized revenue, re-structured cost base and reduced the org. from 40 to 20 people.
- 06/2001 – 09/2001 *Vacation/leave*
- 05/1998 – 06/2001 **THINK – the Norwegian BEV (Battery Electric Vehicle)**
Think Mobility Europe – European Director of sales, marketing and service (01/2001 – 06/2001)
Responsible for implementing new distribution strategy in Europe for all **THINK** products. Established HQ in Oslo, branches in London, Copenhagen, Paris and Rome. P/L resp. for sales, marketing and service. Reporting to President of Think Mobility, LLC, USA. Wholly owned subsidiary of Ford Motor Company developing, manufacturing and marketing electric vehicles and bikes.
Think Nordic AS – VP Sales and Service (01/1999 – 12/2000)
Development and implementation of distribution- and service strategy for the new electric vehicle **THINK city** in Scandinavia. Operational P/L-resp. for sales and service. Wholly owned sub. of Ford Motor Company. Resp. for sales of appr. 1000 vehicles, pri. on B2B-sales, member of management team developing the THINK brand.

Pivco Norden AS / Pivco Industries AS – VP Sales and Service, co-founder (05/1998 – 12/1998)

Responsible for the development and implementation of distribution- and service strategy for the new electric vehicle *TH!NK city* in Scandinavia. Operational P/L- resp. for sales and service. Focus on both B2C and B2B sales. Co-founder of Pivco Industries after bankruptcy of Pivco Norden AS, Ford Motor Company new majority owner as of 1/1999.

02/1993 – 05/1998 Merkantildata ASA/MBS Fjerndata ASA (now Atea)

Merkantildata ASA – Director of marketing (01/1997 – 05/1998)

Responsible for marketing comm., product strategy, supplier relations and product marketing in the systems integration division (now part of Ementor ASA) with 300 employees. Head of dept. with 10 employees, marketing consultants and prod.mgrs. . Resp. for development of new graphic profile for the corporation with other marketing director. Business dev. work. incl. M/A. (MBS Fjerndata merged with Merkantildata as of 1/1997).

MBS Fjerndata AS – Director of marketing (01/1994 – 12/1996)

1/96 – 1/97: Responsible for mark.comm., PR, product strategy and supplier relations for MBS Fjerndata (systems integrator) as well as mark.comm. for group members Digital Distribution AS and EDB & Kunnskap AS. Head of dept. with 4 empl. Responsible for planning and strategy dev. within the group i co-ord. with the CEO. 1/94 – 1/96: Resp. for mark.comm.. for MBS Fjerndata and resp. for branch offices in Stavanger and Bergen, 40 empl., sales rev. NOK 75 mill. Increased revenue and re-established local organizations.

MBS Fjerndata AS – Regional manager (02/1993 – 01/1994)

Resp. for branch offices in Stavanger, Bergen and Trondheim., 35 employees, sales rev. NOK 75 mill. Analysed all three markets and made proposals to the BOD for further development. Established new org. and adm.routines in all regions.

08/1991 – 02/1993 Andersen Consulting ANS – Senior consultant (now Accenture)

IT-consulting for large Norwegian industrial companies, Bergen and Oslo.

05/1988 – 08/1989 AS Fjerndata/MBS Microsenteret AS – Sales manager

Resp. for 5 sales reps.. Sales of computers, networks and comm.equipment from DIGITAL, IBM and Apple to the B2B-market. Re-trained to sales staff to new technology and sales methods.

01/1987 – 04/1988 MBS Microsenteret AS – Purchases/accounting, part-time during univ.studies.

10/1985 – 08/1986 MBS Microsenteret AS – Sales rep.

Sales of computers and comm..equipment from DIGITAL and IBM in the B2B-market.

09/1984 – 06/1985 Hordaland Vegkontor – acct. assistant, temp.

08/1982 – 07/1983 Brødrene Brunvoll Motorfabrikk AS, Molde – trainee

07/1981 – 07/1982 His Majesty the King's Guard Corps. – Corporal/medic, medical platoon (compulsory army service)

Language skills

English - professional level, German – fair, Swedish and Danish - spoken

When not working

Outdoor activities – skiing (XC and alpine), golf, kayak, fishing, mountaineering

Certificates/training

Prince2 Foundation – certified, project management methodology (2019) (Axelos/PeopleCert)

Coaching as a management tool – 4-days training course (2008)