

Application: Head of online communications for Danske Bank, Personal Banking

Dear Danske Bank,

When banking really feels easy, "easy banking" is worth more than a thousand words. In a world of service innovation and fragmentation of established value chains, "Proactive Banking" is one of the keys to the future. Ensuring both is an awe-inspiring ambition, I'd love to help fulfill. Because it entails the essence and the promises of not only modern banking, but of e-business as such.

I'm customer driven by nature

"Customer drivenness" – focusing on how people actually uses and makes sense of technology –runs in my veins. As a young newly graduated master in Political Science, I chose to start up one of Denmark's first web-agencies in 1995, offering a strong sense of communication and an emphasis on the actual needs of users to a marketplace overshadowed by the deeds of engineering and programming in and by themselves.

I've been refining this line of thinking ever since, and can offer Danske Bank a strong guidance on creating communication and solutions that truly makes sense – to the customers, and through the customers to the business.

I know how technology can enhance communication:

In 1999 I created the gorgeous website of Louisiana museum, featuring a top of class art direction, enormous amounts of super-rich content and their first webshop. I 2007 I created dashboards to easily make sense of the vast setup of big traffic data for the largest some one hundred Danish websites. In 2013 I was buried in tuning, tweaking, marketing, selling and fundraising the memit.com knowledge-sharing startup, using cutting-edge technology to make sense of a fragmented media world.

I know the inner workings of apps, websites, social media, big data and the internet of things, and I'm able to ensure Danske Bank a communications platform second to none.

I know how to communicate, too:

I am myself a world-class communicator in Danish and English. I've blogged with the editor in chief of Wired Magazine. I've been publishing at Techpresident and Gigaom. I'm the author of 47 reports on the state of Danish Internet. For three years I wrote more than a hundred dedicated analysis and columns for Politiken on digital economy. And I've been a frequent guest at DR, TV2, TVnews and radio24syv among others, when perspectives on all things digital have been needed.

In both writing and speaking I'm able to set the highest standards for the online communications team of Danske Bank, and to see them followed through.

I have hands on-experience with social media and websites:

I've been blogging since 2005, observing and eagerly participating in the social web, as it took form. I've been in numerous online discussions, have handled trolls and avoided shitstorms. I know my Facebook and Google advertising platforms, and I know how to build up successful campaigns. Since 1995 I've been creating, editing, producing content and managing websites. I'm not just another skilled user of the social web. I'm a professional and an expert with a deep understanding of what goes and why. Today and tomorrow.

For Danske Bank this means that the development and execution of both own, earned and paid media strategies will rest safely in my hands.

I'm able to co-operate and co-create with a large numbers of stakeholders:

At both the Schultz publishing group and Ingeniøren my job involved networking all across the organization, from the CEO to the customer service agent. From sales and marketing to production and business development.

And for the five years I headed FDIM – the industry organization for the entire Danish online media industry - I delivered on keeping the likes of DR, TV2, Microsoft and Berlingske aligned at a strategic board-room level,. On setting up win-win deals with various partners as Gallup, Deloitte&Touche and Gemius. On making sure the nitty-gritty and highly specialized communicative, methodological and technical questions were addressed and solutions found.

I'm confident I'll be not only able to work in and finding my way around the Danske Bank organization, but to thrive doing so, and seeing to it that the interests of online communications will be properly addressed.

I know how to use and develop online partnerships:

At FDIM I myself was the centerpiece in the online partnership providing the official online traffic measurements used for buying and selling advertising on the web. The partnership was spanning nearly all Danish media-websites, from borsen.dk over microsoft.com to Den Blå Avis. I developed, communicated and negotiated the solution, the value of which was directly proportional with the number of parties engaged.

This is the experience I'll draw on, in setting up deals and maximizing the benefits of Danske Bank with various other online players.

I know how to motivate, manage and lead teams of highly skilled and dedicated specialists:

At FDIM I directly managed three full time staffers – and a number of member working groups. But for more than 15 years engineers, art directors, social media managers, sales directors, journalists and statisticians to name some, have helped me succeed. All thanks to my ability to make people believe in themselves and whatever we were doing.

In conclusion: I'd love to help you build and maintain the online communications at Danske Bank, bringing it to new levels and harnessing the market position of Danske Bank., and I believe I have what it takes. The business acumen and the strategic insight. The communications expertise and the technical knowledge. The hands-on and motivational approaches.

Hoping to hear from you soon – best regards,



Jon Lund

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