

## Laura Stadler-Jensen Curriculum Vitae

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Date of Birth: 27 March, 1972  
Nationality: American  
Marital Status: Married

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### PROFESSIONAL PROFILE

Working more than 12 years in the communications field has allowed me to gain experience in many disciplines including corporate communications, public relations and journalism. Seven of those years include managing teams and strategies globally, and driving programs that generated high-impact results for clients in Dallas, New York, San Francisco and Copenhagen.

As a published journalist, I have written articles for consumer, trade and corporate publications in the U.S. and Europe and cover topics ranging from general business to IT to the culinary arts. Some of my credits include: *Copenhagen Exclusive Magazine*, *Computer User Magazine*, *The Dallas Business Journal*, *Sterling Magazine* and *Sommelier'en*, as well as newsletters and corporate magazines for the United Parcel Service, Applied Materials and the American Diabetes Association.

During my PR and corporate communications career, I raised awareness of products and services and build stronger reputations for clients of PR agencies, small, medium and large global multinational enterprises, as well as non-profit organizations. My portfolio includes work with Edelman Public Relations Worldwide, the world's largest independent PR agency, 3M, AMD, AT&T, Analog Devices, Applied Materials, Cable & Wireless plc., Canon, Gateway, GN Store Nord, Reuters, Targus International, United Parcel Service, The American Diabetes Association and The Austin Alzheimer's Association.

### SUMMARY OF QUALIFICATIONS

- Writing, reporting and editing for print and online media including features and news reporting
- Highly skilled communicator able to identify communications needs and develop effective strategies to educate, raise awareness and influence stakeholders
- Extensive experience in communications strategy and planning, media and analyst relations, international marketing communications (primarily North America & Europe, the Middle East and Africa), branding and corporate positioning and messaging, customer reference and case study programs, product launches, market research, event management, speaker's bureaus and PR agency management
- In depth knowledge of technology sectors and other industries both in B2B and B2C including media and entertainment, e-business/e-commerce, Internet infrastructure, hardware/software, wired/wireless telecommunications, mobile and semiconductor industries

### WORK EXPERIENCE

09/2002 – Present                      **Next Level Communications**  
Copenhagen, Denmark              **Freelance Journalist, Founder & Owner**

Serve as freelance journalist, editor and independent communications consultant and provide public relations and freelance writing services.

Write for consumer, trade and non-profit association publications on topics including business, technology, culture, the culinary arts, wine and travel. Credits include: *Copenhagen Exclusive Magazine* (Denmark), *The Dallas Business Journal* (USA), *Internet Telephony Magazine* (USA), *Sterling Magazine* (UK), *Sommerli'er'en* (Denmark), *Top Trade Informatica* (Italy), and *Channel Partner* (Greece).

March 2004 – June 2006              **GN Mobile A/S (GN Netcom A/S)**  
Copenhagen, Denmark              **Public Relations Manager, EMEA**

Managed the PR efforts for the Europe, Middle East and Africa region of GN Mobile, a division of GN Store Nord A/S, promoting the Jabra brand of Bluetooth headsets. Responsible for driving the regional PR strategy and agency network consisting of 14 agencies covering more than 20 countries. Work closely with country managers and channel marketing managers, manage regional PR budget of approximately 1.5 million EUR, and ensure ROI from the agency network. Expanded PR network and establish programs in Holland, Belgium, Russia, Sweden, Denmark, Turkey, Middle East, Greece, South Africa, Italy and Poland. Successfully launched 10 new products in 2005 and achieved over 3,000 press articles with an advertising equivalency of over 7 million EUR.

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03 -05/2002  
San Francisco, California      **Grand Central Communications**  
**Acting Marketing Communications Director**

Responsible for managing the marketing communications efforts for Web Services Network company. Activities included managing all PR and marketing communications activities. Prepared marketing communications plan, conducted industry analyst audit and assisted in corporate repositioning and messaging. Arranged significant number of press and analyst briefings and consistently secured high volumes of press coverage across North America.

11/2000-03/2002  
San Francisco, California      **Digital Island, a Cable & Wireless company**  
**Senior Public Relations Manager**

Managed the PR efforts for a leading Internet infrastructure services provider, now owned by Cable & Wireless plc. Managed the PR agency for North America and coordinated international efforts in Europe and Asia Pacific. Established formal procedures for internal and external communications, and managed communications around acquisitions of both Digital Island and Exodus by Cable & Wireless. Established formal procedures for internal and external communications and secured press coverage that contributed to the increased valuation of the company by 20 percent.

05/1999-09/2000  
Boston, Massachusetts      **Edelman Public Relations Worldwide**  
**Senior Account Supervisor**

Relocated to Boston from New York to establish a branch office for the world's largest independent PR agency and service the Analog Devices' account. Responsible for recruiting, training and managing employees. Lead the Analog Devices' account team and its cross-divisional efforts. Managed the public relations' programs for several business units within Analog Devices, in addition to the corporate program. Temporarily served as the company's in-house public relations manager.

08/1997-05/1999  
New York, New York      **Edelman Public Relations Worldwide**  
**Account Supervisor**

Responsible for managing the PR programs for Analog Devices, Targus International/PORT Inc. Reuters, Applied Materials and Gateway. Managed all aspects of client public relations' programs. Launched products for clients including mobile devices and accessories, laptops computers, semiconductors and conducted CEO press tour for Applied Materials and achieved placements in Forbes, Fortune, Business Week and CNN. Received Edelman's "Spirit of Excellence" Award in 1999 for outstanding client service. Helped secure business equal to 1 million USD annually.

07/1996-07/1997  
Richardson, Texas      **Springbok Technologies, Inc.**  
**Account Representative**

Managed PR programs for S2 Systems, a global provider of B2B e-commerce solutions to the healthcare, retail, financial services, and travel industries, and Corprasoft, Inc., a database software provider for corporate legal departments. Launched The Corprasoft Legal Desktop, the legal industry's first Web-based database system. Coordinated customer user conference, interviewed customers and produced video based on the event and developed new product positioning platform for S2 Systems' e-commerce software products.

02/1995 -05/1995  
Dallas, Texas      **Edelman Public Relations Worldwide**  
**Public Affairs Consultant**

Implemented strategies for AT&T's grassroots campaign during the 1995 legislative session in support of the Telecommunications Act of 1996. Coordinated editorial board briefings, supervised employee hotline and surveyed local Chamber of Commerce Committee Chairmen on behalf of The Communications Coalition of Texas. Established daily press monitoring system and developed dashboard for reporting on and tracking legislative developments.

09/1994- 01/1995  
Austin, Texas      **Kamstra Communications, Inc.**  
**Account Coordinator**

Handled media relations and prepared press releases, press kits and other publicity materials. Conducted research and monitored press coverage. Clients included 3M, Advanced Micro Devices (AMD), and Canon.

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### EDUCATION

08/2003 – 01/2004	<b>Roskilde University (Denmark)</b> Master of Social Sciences: European Studies in Science, Society & Technology
03/2003 – 03/2004	<b>Studieskolen (Denmark)</b> Danish Language Courses
August 2000	<b>University of Helsinki (Finland)</b> Summer School Course: Producing & Using New Media
August 1995	<b>AMIGOS Bibliographic Council (Dallas, Texas)</b> Course: Business Information on the Internet
December 1994	<b>University of Texas at Austin (Austin, Texas)</b> Bachelor of Journalism (Concentration in Public Relations)

### COMPUTER EXPERIENCE

World Wide Web, Microsoft Office (Word, Excel, PowerPoint and Publisher), Microsoft PageMaker and Publisher and some experience using Adobe Photoshop and Quark Xpress.

### LANGUAGES

English: Native  
Danish: Intermediate

### PERSONAL

My interests include digital photography, music, traveling, biking, alpine skiing, the culinary arts, swimming, Web surfing, reading and writing.

### MEMBERSHIPS & AFFILIATIONS

Denmark Representative: Texas-Exes, the local Chapter of the University of Texas alumni association  
Volunteer and Ski Camp Leader: Cystic Fibrosis Association in Denmark  
Member: Ladies International Network (LINK) in Copenhagen

### PORTFOLIO & REFERENCES

Available upon request

### TESTIMONIALS

“Laura has done an excellent job building Jabra PR team right from the scratch. She has a unique understanding of communication issues and differences between various markets. Apart from being professional PR manager Laura is also clever, nice and easy-going person which makes working with her a real pleasure.” – *Monika Wójtowicz, President, KIBO Public Relations (Poland)*

“Laura is a very qualified and hard-working PR-professional. I especially appreciate her competence. She is amenable to suggestions, always fair and knows how to motivate.” – *Jessica Dörr, Account Executive, Hiller, Wüst und Partner (Germany)*

“Laura has been the driving force behind establishing the PR network for Jabra across EMEA. She's the 'glue' that ensures Jabra's corporate messages and brand are consistent, providing strategic guidance and counsel at all times. We have enjoyed working with Laura over the past 2 years and found her input invaluable.” – *Sarah-Anne Bray, Account Director, Wildfire PR (United Kingdom)*

“Laura Stadler is smart, resourceful, and understands technology. She is also the ideal person in a difficult situation: she makes things work regardless of the circumstances. I would strongly recommend her.” – *Dushka Zapata, Senior Vice President, Ogilvy Public Relations (San Francisco)*

“Laura personifies the term ‘can do.’ Outstanding results. Solid counsel. And, a true commitment to service. We recently became agency of record for Analog Devices. It goes without saying, Laura's work factored into the client's decision in a big way.” – *Steve Hoechster, Executive Vice President and General Manager, Edelman Public Relations Worldwide (New York)*