

THE TRADE COUNCIL OF DENMARK

TORONTO



Opportunity: Commercial Advisor / ICT Team

The Trade Council is the governmental export and investment promotion organization under the Ministry of Foreign Affairs of Denmark. The Trade Council in North America consists of 7 sector teams, spanning 7 offices in Canada and the US, and offers a wide range of services to Danish companies, including market research, strategic sparring, recruitment of employees, market assessments, launch campaigns, public affairs projects, setting up local representation and mapping of and contact to stakeholders and distributors in relevant markets. The Trade Council aims to create growth and decisive value for Denmark and Danish companies.

Your focus areas:

At the Consulate General of Denmark in Toronto, you will be part of a dynamic office consisting of 5 commercial advisors covering different sectors/industries. The ICT team is based in Toronto, New York and Silicon Valley but as part of the team you will be covering the entire North American market. We are currently looking for an experienced team member to expand and develop our unit of export promotion within ICT.

Your business services:

In this position you will – as a commercial advisor - proactively reach out to relevant Danish ICT companies (your clients, who will be invoiced for our assistance) and help them develop a strong foothold in the North American market. With your strong local network, you will help open doors for these companies, create valuable partnerships, and assist in creating sales and PR/marketing strategies for Canada and the US, executing public affairs projects and similar activities:

- Market research and analysis of opportunities in the ICT sector and the competitive environment
- Engaging with potential Danish clients and presenting them with concrete business opportunities and a strategy for taking products and services to market
- Carrying out consulting assignments aimed at creating new business and collaboration for your clients, while securing ongoing relationships
- Educating North American partners and industry professionals on special features and benefits of Danish ICT solutions (products and services)
- Preparing your Danish clients for the North American business culture and impact of cultural differences in communication, both oral & written

Your competencies and motivation:

As a commercial advisor, you are measured on the value you create for your clients as well as your time coverage ratio from clients. We expect your competencies to include a relevant university degree and 5+ years of working experience within e.g. international trade and business. You are well networked in the Canadian ICT/tech environment and are fluent in English. Knowledge of the Danish ICT sector and a good network is a plus. Further qualifications are:

- You are comfortable and have experience with both sales and delivery of projects in a consulting role
- Strong ability to identify business opportunities and new industry trends
- Demonstrated understanding of vertical application of ICT solutions in industries such as Government, Life-Sciences, Cleantech, Lifestyle etc.
- ICT sales and marketing experience, from working with – or at – an ICT/tech company
- Solid understanding of opportunities and challenges associated with Digital Marketing and e-Commerce
- Eye for strategic business planning

- Result driven and good at executing tasks
- Excellent communication skills

You have a positive personality and are result oriented, self-motivated and appreciate a highly energetic work environment where we continuously strive to create decisive value for our clients, support each other, work smarter and have fun.

The position is to be filled as per September 1st, 2017

Application deadline: **Thursday August 31st, 2017.**

Please send an application (resume and cover letter) to yyzhkt@um.dk marked 'Commercial Advisor / ICT Team'.

For any questions regarding this position, please contact:

Niels Tanderup Kristensen, Head of Trade at The Royal Danish Consulate General / Toronto at niekri@um.dk

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