

Troels Randbøll Støvring (Danish)

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An ambitious business leader with strong experience from digital business building, corporate-start-up, executive networking, strategy, culture-building and leadership - all in a global setting



Executive Summary

An ambitious leader with extensive experience within project management and digital business building. I am an analytical and a strategic thinker with flair for leadership and public speaking. Recent achievements include being founder/CEO of a digital-first, corporate start-up (Twill, within Maersk). I lead Twill to +150 colleagues, across 30 countries and +30m USD revenue within 2½ years – progress that awarded me a place on the top100 business talents in Denmark (2019). I am motivated by growth and impact whilst working alongside highly skilled, passionate and team-oriented colleagues.



Key competencies

- Digital business building and Innovation
- Project creation and project management
- Leadership and ability to create followership
- Strong public speaker
- Strategic- and analytical thinking
- Corporate start-up: Thrive in the space running a start-up within a corporate setting
- Simplification of problems for focused problem solving and wide communication
- Effective communicator (verbal & writing) and strong networker on all levels and across countries/cultures (from local branch to executive board)
- Infectious passion and energy



Key achievements

- In 2½ years: From founding Twill to being CEO of an organisation with +150 colleagues, high employee engagement (eNPS +40), best in class customer retention, revenue +30m USD and a strong purpose driven culture
- Launched Twill in 30 countries in 18 months
- Damco global project of the year in 2016 and 2017
- Creation of a business unit (BNKI) that grew to +50% of total revenue of our firm and that won +50% of national market share within 2 years
- Selected as Top100 Business Talent 2019 by Berlingske, Denmark
- Highest possible year-end appraisal score for three consecutive years in Maersk



Work experience, short

2019-	McKinsey & Company	External advisor
2019-	Time off work	Stay-at-home-dad
2016-2019	Twill (Maersk)	CEO
2014-2016	Damco (Maersk)	Project Manager
2012-2014	Maersk Tankers	Senior Research Analyst
2010-2012	Bulow Management	Chief Business Consultant



Media and publications, short

- (Danish) **Børsen** – Mærsk-startup: “Det bliver et langt og sejt træk” – [here](#)
- (Danish) **Børsen** – 33-årig direktør stopper i stort Mærsk-sats: “Hvis jeg fortsatte, ville jeg ikke være der i mine pigers første leveår” – [here](#)
- (Danish) **Berlingske** – Dansk top100 talent – “Manden bag Mærsk's prestigeprojekt” – [here](#)
- (English) – **My own blog** – “From CEO to stay-at-home dad” - [here](#)



Work experience, full

McKinsey & Company, External Advisor

AUGUST 2019 - PRESENT, THE HAGUE (NL)/COPENHAGEN (DK)

- Part-time external expert, sharing expertise with regards to corporate start-up, digital business building and culture
- Predominantly via onsite presentations/workshops to customers as well as ongoing participation in projects and proposals

Time off work, Stay at home twin dad

MAY 2019 - PRESENT, THE HAGUE (NL)/COPENHAGEN (DK)

- Time off work to focus on being with my wife and twin daughters. Read the full announcement - [here](#)

Twill (Damco/Maersk), CEO

JULY 2016 - APRIL 2019, BERLIN (DE)/THE HAGUE (NL)

REPORTING TO: KLAUS RUD SEJLING, DAMCO CEO / VINCENT CLERC, MAERSK COO

- Scoped and started a digital-first corporate start-up with the ambition of disrupting and growing Damco Freight Forwarding
- Product launch after 20 break-neck-paced weeks of development and research, and from that point started three parallel growth tracks: Product, Commercial and Geographical.
- My role as CEO evolved significantly with commercial growth, FTE growth, geographical growth, growth in number of stakeholder and elevation of strategic importance within Maersk (spotlight)

Damco (Maersk), Operations Project Manager

APRIL 2014 - JUNE 2016, THE HAGUE (NL)

REPORTING TO: NILS HAVSAGER, GLOBAL COO

- Project lead for 2x12month duration global projects with responsibility for 20-30 people (#1 Trucking Procurement, #2 Customer Service improvement and standardisation)
- Projects were heavy on scoping, project management, change management, training in local offices, results tracking & communication and stakeholder management
- I was part of the COO Management team in the HQ in the Hague

Maersk Tankers, Senior Research Analyst

OCTOBER 2012 - MARCH 2014, COPENHAGEN (DK)

REPORTING TO: CHRISTIAN INGERSLEV, VP BUSINESS DEVELOPMENT

- Part of a small team (3 people) tasked with market research, rate forecasting, larger research projects as well as buying/selling tanker vessels and providing strategic recommendations for the executive team

Bülow Management, Chief Business Consultant

FEBRUARY 2009 - SEPTEMBER 2012, AARHUS/VEJLE (DK)

REPORTING TO: JAN WITTRUP, CEO

- Started as part-time analyst next to studies (Feb 09' - July 10')
- Delivered Customer- and employee satisfaction reports
- Hosted +100 workshops
- Founder of a new brand: BNKI (customer satisfaction)

Aarhus University, Instructor

SEPTEMBER 2007 - DECEMBER 2008, AARHUS, DENMARK

- Teaching Business Economics, 2-4 classes per week
- My job was to teach and develop the material for the class as well as ensuring ensuring fun and interactive learning

KEY RESULTS:

- Strong customer feedback from workshops and presentations

KEY RESULTS:

- Creation of a very strong family bond
- A safe and calm start to life for our twin daughters

KEY RESULTS:

- In 2½ year: From founding Twill to being CEO of an organisation with more than 150 colleagues, high employee engagement (eNPS +40), best in class customer retention, revenue above 30m USD and a strong culture
- Developing Twill from a small start-up to a key element in the Maersk strategy
- Launch in 30 countries in 18 months
- Damco global project of the year 2017
- Top100 business talent in Denmark

KEY RESULTS:

- Creating a company-wide churn measure and a process for retention allowing churn improvement at value exceeding 30m USD
- Creating a mindset, a process and tracking that allowed company-wide improvement on contract adherence within trucking services
- Damco global project of the year 2016

KEY RESULTS:

- Successfully (and beneficial to redundant seafarers) closing down Maersk Tankers France after more than 1yr negotiations with workers council and unions.

KEY RESULTS:

- Developing BNKI from scratch and in 1,5yr taking 50% of the market, generating +50% of total company revenue and opening doors to a large portfolio of new clients with new products

KEY RESULTS:

- Matured me as presenter and teacher



Education

Aarhus University, MSc. International Economic Consulting

SEPTEMBER 2008 - JULY 2010, AARHUS, DENMARK

- Master with focus on macro-economics, econometrics and consulting. GPA: 10.0
- Master thesis: Policies Behind Wind Power: An analysis of the political incentive schemes supporting the implementation of wind power. Grade: 12

Aarhus University, Bachelor, Business Economy

SEPTEMBER 2005 - JULY 2008, AARHUS, DENMARK

- Foundational business economics aimed to prepare yourself for choosing the right Master Degree



Media and Publications, full

Danish articles:

- **Børsen** – Mærsk-startup: “Det bliver et langt og sejt træk” – [here](#)
- **Børsen** – 33-årig direktør stopper i stort Mærsk-sats: “Hvis jeg fortsatte, ville jeg ikke være der i mine pigers første leveår” – [here](#)
- **Berlingske** – Dansk top100 talent – “Manden bag Mærsk prestigeprojekt” – [here](#)
- **Shipping watch** – Iværksætter skal sikre Maersks tag i de mindre kunder - [here](#)

English articles:

- **Lloyds List** - interview ([here](#))
- **The Loadstar** – Twill chief Troels Randbøll Støvring quits to be a stay-at-home dad – [here](#)
- **JOC** – Damco launching new tech portal amid startup boom – [here](#)
- **BCG** – Digital Transformation in the Shipping Industry – [here](#)
- **My own business blog** - [here](#)

English podcasts:

- **Buzzsprout**: #26: Troels Randbøll Støvring CEO of Twill Logistics – [here](#)
- **Bits vs Bytes** Podcast #018 – Troels Støvring, CEO at Twill – [here](#)
- **BuzziTalk** - Episode 12: Experience Design – [here](#)



Who am I – including fun facts

- I am born and raised in the country side, north of Randers, Denmark
- I am married to Katrine with a set of twin daughters (July 2018). I have one older sister. She is an architect.
- What gets me out of bed: 1) The thought of how far we can get in just one day 2) The thought of the growth and impact we can be catalyst for and 3) working with smart and driven people solving complex problems
- I have been playing football since childhood with a few years at elite level during my youth
- I used to be a football coach for kids and hope to do this again someday
- I am a big believer in white-board magic: An empty whiteboard, a problem, 3-4 colleagues and 3 hours = a magic solution that proves the word ‘synergy’ and shows what amazing things can be done in very short time-frame.
- I am a hopeless Arsenal supporter - if you ask me, I will always find a way to talk about the ‘Invincibles’
- I play video-games to unwind - mainly FIFA
- I worked part time in the Danish National Post for 5 years during early studies: It gave me my first work successes and taught me how to be independent. I cherish these years.
- I love to run with two key milestones under my belt (#1: Half marathon under 1½ hour #2: 10K under 40min)
- I am extroverted, visionary, uses facts for decision making and like structure (ENTJ profile in MBTI)
- I am close to my family and still hold on to several of my childhood/youth friendships
- I do desk-work with music in my ears: Chopin for quality, Eminem for speed
- I love travel and adventure and have done both a lot. I dream of jungle-mountain-biking and ocean-kite-surfing
- I am strong with numbers/data and in general have a relative high cognitive ability - my old boss kept telling me that I am “quick at connecting the dots”