

**Palle Sefeld**

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**GENEREL PROFIL**

Business oriented IT professional with both Project management skills and IT infrastructure knowledge and practical skills.

Palle is a person that together with his teams get things done right the first time. His work approach are mostly done the scrum way.

Furthermore, he has approximately 15 years of international experience working with multi-cultural teams with both private customers and governmental customers.

His experience is based on management positions and managing high performance teams within following industries;

- IT
- Pharmaceuticals
- Medical Devices
- Retail
- Pharma
- Food industry
- Airline

With following internationally assignments;

- Denmark
- USA
- Nordic Region, hereunder Greenland
- Germany
- Australia
- France
- India

**His Specialties are**

- IT transition and transformation projects
- Consolidation of large & complex infrastructure (IT, Network, Process, Organization, Skills & Sourcing)
- Outsourcing and insourcing
- Program management and project management with global responsibility
- Process implementation
- Substantial business experience regarding assessing current IT operation services, quality and reliability with the aim getting a proper fit when discussing in or outsourcing (IAAS, PAAS, SAAS)
- Service delivery management and Service level Management (e.g. Processes within and optimal use of ITIL)
- Pharma processes like GAMP5, GxP, FDA validated systems

**KUNDEPROJEKTER/-OPGAVER****Contracted Project/Transition Manager, Post Danmark A/S (part of PostNord)**

January 2015 –

His assignment is to manage two IT infrastructure projects

1. New Contact Center implementation.
  - a. New hardware platform and phone system(SIP based)
  - b. New software and phones to all 400 Contact Center agents
  - c. New Dashboards and phonebook
2. Reallocation of the Danish headquarter to new site at Hedegaardsvej 88. I have the IT responsibility regarding this reallocation. (approx. 1000 users, datacenters and other IT infrastructure are involved in this transition project).

**Contracted Management Consultant, Dagrofa – Retail, Denmark**

September 2014 – December 2014

His assignment was assisting IT management regarding IT operations questions and review of IT security and IT operations.

**Contracted Project and Transition Manager, Coop Denmark - Retail**

January 2014 – July 2014

His assignment as project and transition manager was to take care of the internal part related to the outsourcing of the IT development department.

Deliveries and results;

Overall responsibility for transition project internally at Coop

Build and manage the PMO

Build and manage the transition project plan including resource planning, progress reporting, financial reporting and control the time spent regarding the 4 towers involved

Ongoing reporting and meetings with the internal steering committee of Coop

Plan and conduct vendor project meetings and vendor steering committee meetings (IBM and Accenture)  
Manage the HR track regarding rebadging process of approx. 53 employees  
Status reporting to relevant stakeholders  
Ensure and coordinate communication to relevant business units and end users organization  
Primary escalation point at Coop for IBM and Accenture transition team  
Management of knowledge transfer from Coop SMEs and external consultants to IBM/Accenture

Four towers outsourced;  
Host development (Back end systems Mainframe)  
SAP  
Coop's Retail systems (Backend systems, Unix)  
Web development.

### **Contracted Interim Director IT Infrastructure IMT, Capital Region of Denmark**

February 2013 – December 2013

Management of IMT's IT operations department with +90 employees divided in 4 sections with one manager per section. IT operations deliver services to +35.000 users within Copenhagen Region 12 hospitals, medical houses and emergency teams. Technical main areas are approx. 3000 Microsoft- AIX- Redhat servers, MS SQL, Oracle and Informix, Management of approx. 1600 applications, IPT (Cisco), LAN/WAN (Cisco/HP), 3 Data Centers (Tier 2) and 17 server rooms, 88.000 clients and devices.  
(IMT = IT, Medico & Telecommunications)

### **Contracted Consultant at LEO Pharma A/S, Denmark**

July 2012 – January 2013 (6 months)

With direct reference to the CIO of LEO Pharma, his main task was to produce an IT operation overview and a baseline and contribute to the work regarding IT outsourcing (ITO) hereunder manage the RFP process and coming vendors regarding the due diligence. Transition from Notes to office 365, new AD 2012, FIM, Full Lync including VoIP.

### **Contracted Program/Transition Manager Director at Atea Denmark**

February 2012 – June 2012 (6 months)

Program regarding transition and transformation of 10.500 TDC users. TDC is a major Danish Tele provider that moved its IT services away from CSC to TCS (TATA). I was the Program Director responsible for the transition and transformation of Service desk and End-user computing towers.

### **Contracted Project/Transition manager at William Demant Holding (Oticon, Bernafon, Sonic)**

December 2010 – February 2012 (1 year 2 months)

William Demant Holding acquired Sonic Innovations Inc. end of 2010 and he was assigned to lead the IT transition and transformation of Sonic Innovation into William Demant Holding.

Deliveries and results;  
Overall responsibility for the IT transition of Sonic Innovations into Oticon and Bernafon

Build and manage the transition project plan including resource planning, progress reporting, financial reporting etc.

Build and manage the IT transition teams within the Sonic, Oticon and Bernafon companies

Split the project up in sub-tracks and define dependencies

- Infrastructure tracks (examples)

  - WAN/LAN, Servers, Datacenters, Clients, central applications like (SharePoint, Exchange) and infrastructure services like MS AD, Domains, DNS etc.

  - Transition of WEB domains and WEB sites

  - Secure transition of Sonic RnD systems and data into Bernafon/Oticon corporate RnD systems (e.g. Agile)

  - Transition of finance and processes systems into Bernafon/Oticon (QAD and Navision)

  - Transition of 100 Retail shops (US / Australia)

  - Operations/production reallocation and move

Ensure and coordinate communication to relevant business units

Ongoing reporting and status reporting to relevant stakeholders

Primary escalation point regarding IT issues for the overall business transition program

Management of knowledge transfer from Sonic SMEs who did not rebadge

### **Contracted Project Manager at Radiometer Medical A/S**

September 2010 - November 2010 (3 months)

Various tasks relating to IT projects. E.g. consultant role in the implementation of a new training planning system called Plan2Learn (Cloud based system)

### **Contracted Project Director at Coloplast**

June 2010 - September 2010 (4 months)

Projects related to Coloplast IT Management team. (Confidential)

### **Contracted Interim Director for Corporate IT Support at Coloplast**

August 2009 - May 2010 (10 months)

Due to maternity leave, he had the role as director of Coloplast Corp. IT Support. International support department with 32 employees in Denmark / Germany / UK, 8 people in Hungary, 6 employees in the U.S. and 12 external support consultants employed by L&T InfoTech in India. (Offshore)

### **Contracted Project Director at Coloplast**

February 2009 - July 2009 (6 months)

Working with technical IT projects e.g. Planning, purchase and implementation of a mirrored 50 TB SAN (IBM DS-8300) and other optimization/IT projects. Planning the transition from Notes to Microsoft BPOS Cloud solution (now called Office365)

**Contracted Interim Director IT Operations at Coloplast**

September 2008 - February 2009 (6 months)

He worked as interim Head of IT operations and applications in the Corporate IT department of Coloplast. His role was to ensure that the IT operations department met Coloplast business needs and run as efficiently as possible cost effectively and that processes and procedures were drafted and implemented reviewed when required. Evaluate resource levels and ensure that staff performance maximized. Responsible for a team of 22 staff + outsourced resources in India.

**Contracted Interim Vice President Corp. IT Operations and Support at Coloplast**

June 2008 - September 2008 (4 months)

Vice President for Coloplast Corp. IT operations and Support due to paternity leave. Managing a department with 5 section managers and approx. 60 FTE's + the services of 20 outsourced FTE's based in India.

**Contracted Program/Transition Manager at ALKA (a Danish Insurance Company)**

November 2007 - June 2008 (8 months)

Program manager regarding implementation of an Avaya IPT platform including full Call Center functionality based on Avaya Interaction Center in a total outsourced IT environment.

**Contracted Project/Transition Director at Amoena GmbH Germany**

February 2007 - September 2007 (8 months)

Responsible for the IT separation of Amoena GmbH from Coloplast IT infrastructure. Amoena GmbH was sold from Coloplast April 2007 and this meant that IT had to be separated from Coloplast within 6 months.

**Contracted Project/Transition Director at Coloplast A/S**

January 2006 - February 2007 (1 year 2 months)

Responsible for the IT transition and transformation of Mentor Corp. Urology and Porges S.A Business areas into Coloplast IT infrastructure. (15 sites and 1200 employees)

**Contracted Transition Manager at Coloplast A/S**

May 2005 - January 2006 (9 months)

IT integration of HTC Ostomy Care centers in Germany into Coloplast IT infrastructure. (12 sites in Germany approx. 300 employees).

Work regarding SLA and other ITIL related stuff and other small projects. **Contracted**

**Project and Transformation Manager at National IT and Telecom Agency of Denmark**

September 2004 - May 2005 (9 months)

Corporate IT (KIT) where formed by integrating five different IT departments. The integration of these departments failed.

His assignment was to turnaround the IT department (People, cost and process) and streamline the IT operations and support.

**Contracted Interim IT Director for the Danish subsidiary at Nycomed A/S**

October 2003 - October 2004 (1 year 1 month)

Assigned as interim IT Manager for an international IT department with all associated tasks related to manage an IT department. (Nycomed is a +12.000 company)

**Contracted Project/Transition Manager at Coop Danmark**

April 2003 - September 2003 (6 months)

Coop had to upgrade their WAN that connects all stores within Coop Denmark. All Coop Denmark retail shops used ISDN as WAN connection in 2003. Due to cost, security and bandwidth these 946 sites had to be updated to MPLS delivered by TDC.

Project had 10 internal FTE resources and around 50 external FTE associated. (Primary TDC and several other network consultants and companies.)

**Contracted Transition Manager at H+H International A/S (Construction industry)**

January 2003 - March 2003 (3 months)

Review of all IT systems and infrastructure were necessary because of radical organizational change. Project defined and implemented according to plan.

**Corporation IT Director & CTO at GN Resound A/S (Hearing aids)**

February 2001 - December 2002 (1 year 11 months)

**IT Support and Operations Director at Berlingske Tidende (National Newspaper)**

2000 - 2001 (1 year)

Management of a department with 43 FTE's.

Responsible for IT Operation and Support of clients and servers producing newspapers.

24/7

**IT Operations/Support Director at A/S Dagbladet Politiken (National Newspaper)**

February 1997 - February 2000 (3 years 1 month)

Management of a department with 27 FTE's

Responsible for IT Operation and Support of clients and servers producing newspapers.

24/7.

**CIO at Arte Kulturformidling (BilletNet A/S) (later a TicketMaster company)**

February 1997 - January 1998 (1 year)

Responsible for all IT at a company called "Arte Kulturformidling" regarding IT development, IT operation and support for 450 sales sites in Denmark, Norway and Sweden. Main success was that stabilizing the ticking application and get it ready for the Internet so this could perform under major pressure without going down. BilletNet was in 1997 among the first companies in the world selling tickets for culture, sports, concerts and other events via the Internet. His IT department had 12 FTE's.

**Second level Response Engineer at Hewlett-Packard Denmark**

February 1996 - February 1997 (1 year 1 month)

Second level IT support role, escalation point for major problems within Novell NetWare servers and OS, HP network equipment and HP3000 MPE/UX.

**IT Operations systems consultant at Air Greenland, Nuuk Greenland.**

February 1992 - February 1996 (4 years 1 month)

Responsible for all IT operations/support and related IT projects within Air Greenland. Technology where HP3000 MPE and HP UX, Clients MS DOS/Windows 3.10/Novell NetWare, Network (LAN/WAN), Ticking systems/print and IT footprint for 25 airports/heliports in Greenland. All hardware and management tools where based on Hewlett Packard technology. (I became one of the first Novell MCNE's in Denmark/Europe)

**IT Operations systems consultant at Royal Greenland, Nuuk Greenland.**

August 1990 - January 1992 (1 year 6 months)

Responsible for all IT operations/support and related IT projects within Royal Greenland. Technology where IBM based hereunder AIX, Clients MS DOS/Windows 3.10/Novell NetWare, Network (LAN/WAN) and IT footprint for approx. 90 factories/sales subsidiaries around the world. Royal Greenland had one of the biggest and most complicated Novell NetWare installations in the world at that time. The WAN where based on satellite, radio-link and landline communication based on X.25 and IPX protocol, later we implemented TCP/IP.

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**TEORETISK BAGGRUND****Uddannelse**

1990 Aarhus Business College, AP Degree, Computer Science

1987 Engineering College of Aarhus, Electronics Engineer

**Certificeringer**

Manager's Certificate in IT Service Management, ITIL

PRINCE2<sup>®</sup>1 Registered Practitioner, APM Group

PRINCE2<sup>®</sup>2 Foundation

ITIL<sup>®</sup> Manager in IT Service Support V.2, HP Copenhagen

ITIL<sup>®</sup> Manager in IT Service Delivery V.2, HP Copenhagen

CMMI<sup>®</sup>3 - Introduction to the Capability Maturity Model<sup>®</sup> Integration V.1.2

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