



Lead customer engagement and CRM-driven sales for Small Business Customers

Are you skilled in CRM, marketing automation and adviser-driven sales? Do you thrive on refining segmentation and engagement models, using insights to create impactful commercial initiatives that drive sales, strengthen customer relationships, and deliver measurable results across the customer lifecycle? If yes, join us as our new Lead Commercial Planner to lead our engagement activities for small business customers across the Nordics!

Join the team

Our Forward '28 strategy in Business Customers is a growth strategy with a clear goal to capture market shares in the Nordic region. This involves acquiring new small business customers and expanding our engagement with existing customers.

You will be part of our Strategy Execution and Commercial Excellence team within Business Customers, comprising +30 highly skilled colleagues in the Nordic region. The team includes three sub-teams: 'Strategy Execution', 'Analytics & CRM' and 'Commercial Planning and Execution'.

"We believe in collaboration and innovation. As a Lead Commercial Planner, you'll team up with skilled colleagues to create the most impact for our business customers, advisors and product specialists. We utilize a test-and-learn approach, in which all good ideas are welcomed, and data serves as the foundation for prioritisation, evaluation, and ongoing optimisation."

Lead impactful commercial activities to grow wallet share and engagement

As our new Lead Commercial Planner for small businesses, you will play a key role in meeting the ambitious growth targets. You will be responsible for identifying commercial opportunities as well as planning and executing data-driven campaigns and programs targeted our customers and driving lead generation to our advisors. In addition, you will help design and manage our collaboration and structure across teams.

Key responsibilities

- **Own and optimise segmentation and engagement models:** Take ownership of our customer segmentation and engagement model. Continuously refine and optimise it using insights and data.
- **Define targets and measure impact:** Develop and manage KPIs across key areas such as share of wallet, engagement, retention, customer satisfaction, and churn. Establish continuous reporting to maintain focus on actionable insights and maximise impact.
- **Commercial planning and prioritisation:** Lead the commercial planning process for engagement activities, prioritising initiatives based on business impact, customer potential, and strategic objectives.
- **Drive lead generation and customer engagement:** Develop and execute initiatives that support advisers with qualified, relevant leads while strengthening customer engagement across the lifecycle.
- **Leverage CRM and marketing automation:** Use CRM and marketing automation systems to activate customer data, identify opportunities, and drive growth across both digital and adviser-driven touchpoints.
- **Data-driven decision-making:** Apply customer data, behavioural insights, and performance metrics to guide prioritisation, planning, and optimisation of commercial initiatives.
- **Coordinate and align stakeholders:** Collaborate with cross-functional teams, including marketing, analytics, CRM, product, and advisory teams, to ensure alignment, shared ownership, and effective execution of commercial activities.
- **Governance and execution discipline:** Establish clear ownership structures, prioritisation frameworks, and follow-up processes. Use KPIs to track progress and ensure initiatives are executed end-to-end while continuously improving outcomes.

What skills do we want you to bring?

As a person you bring a structured, solution oriented and data-driven mindset. You can come with various experiences like project management, Commercial Excellence, CRM, marketing automation, growth, sales etc. The most important is that you are a structured project manager with a strong commercial mindset for creating results. Additionally, the ideal candidate possesses:

- **+5 years of experience** in project management, planning or a related commercial role.
- **Project and stakeholder management skills:** Ability to engage stakeholders effectively, manage projects, and set the direction for commercial activities.
- **Experience in working with business-to-business (B2B)**, Service as a software (SaaS) or subscription business – preferably within the banking or financial service industry (however, not a must)
- **Solid knowledge of CRM and marketing automation systems** and their application in building commercial activities – optimally combined with relevant commercial excellence experience from positions within marketing, commercial, data, sales, CRM or product teams
- **Marketing acumen and growth mindset.** Strong understanding of digital growth strategies and tactics, with the ability to effectively present complex products and propositions across different segments in a compelling way.
- **Analytical skills and the ability to deliver actionable insights:** Define and track KPIs that measure the success of your initiatives and installing solid a solid reporting and feedback governance to continuous ensure focus on improving performance.
- **Fluency in English**, both spoken and written.

The position will be placed in Copenhagen (Denmark).

A great opportunity to advance your career

In this role, you will get the chance to influence the future of Danske Bank's business customer services and a unique opportunity to build a broad network within the bank. To thrive, you should be a proactive planner with strong project- and stakeholder management skills, capable of setting commercial direction, owning and driving tasks to completion.

You should bring an optimistic approach and collaborative spirit to the team, ready to address issues with a solution-oriented mindset. In return, you will join a motivated and highly skilled Nordic team, where we value collaboration and flexibility, allowing for remote work 1-2 days a week.

Sounds engaging and interesting? Then don't hesitate to apply.

We encourage you to submit your CV as soon as possible, as we are processing applications and inviting candidates for interviews on an ongoing basis.

If you have any questions, please reach out to Kenneth Skovsted (Head of Commercial Planning & Execution) at kskov@danskebank.dk.

About Us

Danske Bank is a Nordic bank with bridges to the world around us. For 150 years, we have supported people and businesses in releasing their potential. A career with us is an opportunity to join a community of 22,000 colleagues in a culture where we are committed to Teaming Up, Owning It and Being Open. Together, we are on a journey to transform Danske Bank into a better bank. For our customers, our employees and the societies around us.

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