



Drive outbound lead execution and pipeline growth as Commercial Planner for Business Customers

Do you want to play a key role in driving commercial growth for Business Customers across the Nordics? Do you have a strong commercial mindset and experience in orchestrating sales through advisors and outbound activities?

We are looking for a Commercial Planner to improve how we work with outbound leads ensuring a strong pipeline of relevant opportunities and help converting them into meetings and real business impact.

Become a part of Commercial Planning & Execution

You will become a part of our Commercial Planning & Execution team within the Commercial Excellence team in Business Customers, comprising +30 highly skilled colleagues in the Nordic countries. We believe in the impact of collaboration and innovation, where you'll team up with skilled colleagues to create the most impact for our business customers, advisors and product specialists. As a Commercial Planner, you will ensure that we prioritise and execute outbound lead activities that create real business impact.

You will identify opportunities using data and segmentation, define relevant customer outreach, and drive structured execution, tracking, and follow-up on lead activities. A key part of the role is to use performance data and insights to continuously prioritise, adjust, and improve activities.

You will play a central role in connecting advisors, the outbound unit, and the business, ensuring alignment on priorities, target groups, and commercial focus.

The role is based in Copenhagen.

Key responsibilities:

- Own the planning and prioritisation of outbound lead activities ensuring focus on the most valuable opportunities
- Continuously build, maintain and optimise a strong, relevant pipeline of outbound leads for both acquisition of new customers and upsell to existing
- Drive performance tracking and reporting across lead activities, and actively use insights to improve impact and conversion rates, ensuring a strong and continuous focus on outcomes.
- Identify new opportunities and optimise leads activities and criteria like segmentation, timing, scripts and digital touchpoints (e.g. digital warm-up and post-call activities)
- Ensure experimentation and test-and-learn initiatives to optimise lead quality, outreach approaches and overall performance
- Contribute to improving processes, governance, and ways of working to support consistent and scalable execution

About you

You have a strong commercial mindset and drive, as well as a structured and solution-oriented approach fortimely, high-quality deliveries. Additionally, the ideal candidate has:

- A results-oriented and strong commercial mindset - and experience in leading initiatives and generating results in a dynamic environment.
- Experience in working with business-to-business (B2B) preferably within banking or the financial industry.
- Strong understanding of working with CRM and/or sales leads (Experience with SAS or Adobe is a plus).
- Effective stakeholder management skills with the ability to present clear proposals and recommendations.
- Fluency in English, both spoken and written – and preferably also in Danish.
- 3+ years of experience in a commercial, marketing, CRM, outbound, growth, sales, data, or similar role.

What we offer

In this role, you will get:

- A chance to contribute the development and growth of Danske Bank's Business Customers
- Flexibility to ensure a good work-life balance, with 1-2 remote working days per week
- Motivated and highly skilled colleagues who value collaboration and positivity
- A unique opportunity to build a broad network within the Nordic organization

Are you ready for the next step?

We encourage you to submit your CV and a cover letter outlining your relevant experience and motivation 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.

We look forward to receiving your application!

Danske Bank

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Ansøgningsfrist

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Kontaktperson

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