



Senior Commercial Planner to drive growth through Commercial Excellence, Sales Enablement and Commercial Execution

Are you ready to play a key role in driving commercial growth with business customers? Do you thrive on identifying growth opportunities, setting priorities and translating commercial objectives into measurable business impact? And do you have experience working in a B2B, advisor-led or account-driven environment? If so, we have a unique opportunity as our new Senior Commercial Planner.

Our Forward '28 strategy is built around growing our business across the Nordic region by acquiring new customers, increasing engagement and creating more value for existing customers. To support these goals, we are looking for a Senior Commercial Planner who can help improve our Commercial Excellence capabilities and drive commercial impact across the organisation.

In this role, you will play a key part in shaping and executing the commercial agenda for our corporate customers. Working closely with commercial planners and senior stakeholders across the organisation, you will identify growth opportunities, drive commercial prioritisation, improve sales enablement and ensure we focus on the initiatives that create the greatest customer and business impact.

You will join our Commercial Planning & Execution team within Commercial Excellence in Business Customers, comprising more than 30 colleagues across the Nordic countries.

We believe in the impact of collaboration and innovation, where you'll work closely with skilled colleagues to create value for our business customers, advisors and product specialists.

Together, we turn strategy into commercial results through data-driven insights, collaboration and a strong focus on execution.

Drive commercial activities – and execute on our ambitions

You will play a key role in driving the commercial agenda for our mid-sized businesses with more complex banking needs. You combine a strong commercial mindset with a structured, data-driven approach to identify growth opportunities, set priorities and turn plans into action. Prioritising initiatives based on business impact and balancing effort versus value comes naturally to you.

In this position, you will be instrumental in helping the business reach its commercial objectives by identifying opportunities, planning and executing commercial activities and continuously optimising performance. Working closely with stakeholders across the organisation, you will ensure transparency, drive alignment and develop new ways of working that enhance customer and business impact.

You will be responsible for planning, executing and optimizing commercial activities:

- Own and drive commercial planning for our mid-sized business segments, identifying growth opportunities and ensuring focus on the initiatives that create the greatest impact on customer acquisition, customer growth and share of wallet.
- Identify and develop new commercial opportunities by leveraging data, customer and market insights to improve customer engagement, strengthen commercial performance and unlock growth potential.
- Translate commercial opportunities into execution by planning and delivering data-driven campaigns, lead generation initiatives, advisor sales support and optimisation of CRM and digital customer journeys.
- Lead cross-functional collaboration across advisory, data and analytics, marketing, CRM and product teams to develop, prioritise and execute commercial activities.
- Drive commercial performance management, working closely with advisors and analytics teams to strengthen reporting, establish clear KPIs and optimise commercial activities.

What skills do you bring?

You may come from a variety of backgrounds such as Commercial Excellence, management consulting, sales enablement, CRM, growth, marketing, revenue operations or business development. What matters most is that you combine a strong commercial mindset with a structured and data-driven approach to creating results.

We expect you to have:

- +5 years of experience from a commercial role, ideally within Commercial Excellence, sales enablement, growth, CRM, business development or management consulting.
- A strong commercial mindset and the ability to identify growth opportunities, prioritise initiatives and turn plans into business results.
- Experience driving commercial excellence, sales enablement or commercial execution in an advisor-led, relationship-based or account-driven organisation.
- Strong stakeholder management skills and the ability to align, influence and challenge stakeholders across different functions and organisational levels.
- The ability to balance short-term commercial impact with long-term improvements to ways of working, processes and commercial capabilities.
- Strong analytical skills and experience leveraging customer insights, data and performance reporting to drive decisions, prioritisation and commercial results.
- A structured and solution-oriented approach, with experience planning and executing commercial initiatives across multiple stakeholders while ensuring measurable commercial results.

- Experience from a B2B, relationship-based or account-driven environment, preferably within banking, commercial real estate or financial services.
- Fluency in English, both spoken and written.

The position will be place in Copenhagen (Denmark).

A great opportunity to advance your career

In this role, you will have a unique opportunity to shape how we drive commercial growth. You will be responsible for strengthening Commercial Excellence capabilities, improving sales enablement and helping the organisation focus on the initiatives that create the greatest customer and business impact.

You will work closely with senior stakeholders across Business Customers and play a key role in shaping commercial priorities, developing new ways of working and driving measurable commercial results.

To thrive in this role, you should combine strong commercial acumen with a structured and data-driven approach. You enjoy turning insights into action, building alignment across stakeholders and driving initiatives from idea to execution.

In return, you will join a highly skilled Nordic team where collaboration, ownership and continuous improvement are at the core of how we work.

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

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

24. august 2026
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