

CV - FLEMMING ØSTERGAARD

Address Bugthusene 62, 8250 Egå
E-mail fo@contentmarketingadvice.dk

Mobile: +45 25 27 69 57
LinkedIn [Profile](#)

Economist and journalist. Experience includes roles as Macro Economist and Financial Analyst, Financial and Business Journalist, Editor-in-Chief, Chief Communications Consultant, Press & Content Manager, Documentarist/Film Maker, Content Marketing Specialist - a combination that has shaped me into a combination of analyst, journalist, strategist and communications expert. Passionately committed to nature, green transition, sustainable economy, biodiversity revival, conservation, and addressing global environmental challenges, which extend far beyond global warming - itself a critical issue.

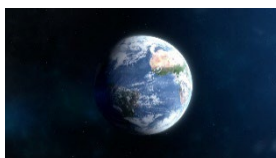
- Special insight into ESG, global environmental and resource challenges and the financial world. Engages with a wide range of complex subjects, focusing on detail, precision and overview.
- Highly skilled in transforming complex subjects, innovations and issues into engaging, comprehensible narratives for diverse audiences, from the general public to institutional investors.
- Experienced in working with the press, pitching stories, with numerous contacts across the Danish business and media community. Proficient in writing editorials, op-eds, highly informative well-angled articles and articulating strategic and political messages. Quick and competent response to news and issues requiring immediate action.
- Accustomed to working under time pressure, handling various subjects and tasks. Highly self-motivated, creative, and proactive in close, challenging collaboration with professional experts and colleagues.
- Strong analytical skills and methods. Thorough researcher. Adept in number crunching, proficient in Excel and experienced in statistical methods.
- Utilize and explore AI tools extensively with a critical mind. AI is an integral part of the future - [developing much faster](#) than 2,778 AI researchers predicted just a year ago.
- Fluent in English, both written and spoken, at a high professional level.

PROFESSIONAL EXPERIENCE

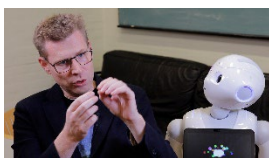
June 2018-Present: Founder and CEO, Content Marketing Advice

Journalism, Film Making, PR, communication consulting, strategic communication - B2C and B2B. Writes articles, press releases etc., for businesses, financial firms, investor networks, newspapers and magazines (see [examples](#)). Also performs Analysis - e.g., conducted the analysis and wrote [this white paper](#) and [article for Finans/Invest](#) for Jentzen & Partners. Produced numerous video interviews with experts, experienced in planning and presenting both in front of and behind the camera. Created five documentary films supported by Europa-Nævnet - the two latest (dec. 2023) on the **Biodiversity Crisis** and **AI and EU's AI Act**, published on Filmstriben, Bideo.dk and other platforms (click below).

The Biodiversity Crisis



AI and EU's AI Act



Strategic autonomy in the EU



The Danish defence opt-out



EU in the new world order



2017-May 2018: Press & Content Manager, Spar Nord Bank

Fifth-largest Danish bank. Raised the quality of external communication and analysis to higher levels. Ensured broad national press coverage and conducted an extensive investigation of the need to elevate expertise in specific fields and the potential to use sustainability as a competitive edge. High degree of idea development, analysis and video production.

2016-2017: Founder and CEO, Content Marketing Advice (as currently, see above)

2000-2015: Editor-in-Chief, Chief Communications Consultant, Trendspotter/Analyst, Financial Web Editor - Danske Bank

The largest bank in Denmark - in the Top 300 of Fortune Global 500 at the time. Raised the bar for both external and internal communication in the bank. Established the first financial newsroom among Nordic banks as head of a strong team. Advisor to the bank's experts in external communication. Sole writer of the magazine [INVESTERING](#), including the editorial – in print for 40,000 VIP customers in Danish, Finnish, Norwegian, Swedish and English, available digitally for everyone. Video interviews for the digital version. Critical and popular magazine covering investment, pensions, mortgages, macroeconomics and more, as well as important global trends and challenges. The magazine covered topics such as technology, science, resources, the background of the financial crisis, weaknesses of VaR models, climate, Clean Tech, chemical pollution, biodiversity, food crises, nuclear power, Emerging Markets, digitalization, new economic theories, geopolitics, globalization, the Euro crisis, derivatives, alternative investments, debate-provoking subject books etc. The aim was to inform and educate readers at a high level, broaden their global perspective and simultaneously signal Danske Bank's societal responsibility and insight - with a special focus on environmental

issues, long before it became mainstream. The magazine resulted in overwhelmingly positive reader feedback and increased investment activity.

Examples of INVESTERING (click)



Researched and wrote white papers in English for foreign institutional clients (see examples [here](#) and [here](#)). Regular thematic articles and newsletters for financial centres and VIP clients about current and up-coming events. Daily market commentary. Developed the bank's detailed guide to trading and complex strategies with stock options and futures. Conducted numerous interviews and video interviews with internal and external experts to shed light on important themes and trends. Coordinated a variety of viewpoints. Supplied inspiring material for potential new strategies, investment opportunities and structured products based on resources, Clean Tech and renewable energy.

2001: Author - BOLIGHANDEL, published by Børsens Forlag, 2001.

1998-2000: Business Journalist - Berlingske Tidende

Third-largest newspaper in Denmark. Wrote hundreds of articles on macroeconomics, politics, finance, and general business. Provided readers with broad insights in various companies, subjects and themes - mainly concerning economics, investment, mortgages and personal finance.

1997-1998: Financial Journalist - Reuters Finans

Leading financial news agency in Denmark at the time. Contributed to maintaining Reuters Finans' position as the leading news agency for finance and business - the essential provider of information to media, investors, financial institutions, businesses and financial markets. My work involved intense and rapid news coverage, interviews with CEO's and experts. Close monitoring of listed Danish companies, economic indicators, trends in Danish business, international competitors, domestic and foreign political events, global financial markets.

1995-1997: Freelance - Communication, Feature Journalism & Financial Journalism

Leveraged my experience as a Macro and Financial Analyst to attract clients in the financial sector, handling various communication tasks like features, PR, press releases, articles, op-eds and informational material about products and concepts. Regular contributor to Berlingske Tidende, Penge & Privatøkonomi, Børsens Nyhedsmagasin, Civiløkonomen and several others.

1991-1994: Macro Economist and Financial Analyst - Aktivbanken

The bank was number one in currency investment for private investors in Denmark. Strengthened Aktivbanken's position in managing currency and interest rate risks for businesses and as the leading bank in currency speculation for private investors during the EMS-regime. Significantly boosted the bank's internal and external communication and played a key role in educating businesses and private investors in understanding currency and interest markets, financial risks, hedging and identifying potential profitable opportunities. Performed macroeconomic analyses of OECD countries, Emerging Markets, wrote a monthly magazine, made currency and interest rate forecasts. Developed currency and interest strategies for both hedging and speculation using derivatives like FRA's, FX forwards and currency options. Daily technical analysis of the currency markets. Quick commentary on relevant financial and economic indicators. Optimization of currency portfolios, using Markowitz approach. Conducted internal courses. Regular columnist for Vejle Amts Folkeblad, among others.

EDUCATION

- MSc (Econ), Finance, Business and Economics, Aarhus BSS (1991).
- Supplementary Education at Journalisthøjskolen (1995).
- Kort- og Dokumentar Filmskolen. Specialist courses in producing professional videos and documentaries (2015).
- Digital Marketing at Bigum & Co (2016). A compact 6-week course on the digital world's key tools in relation to online marketing with a focus on practical application. SEO, SoMe strategies, Email marketing, Content Marketing etc.
- Courses and conferences in finance, journalism, science, technology in Denmark, London and New York (1991-2014).

SOFTWARE & LANGUAGES

AI tools, Adobe Premiere Pro, After Effects, Audition, InDesign, Illustrator, Blender, Canva, WordPress, Mailchimp, SEO tools, MS Office (including Excel - proficient in statistical methods), Google Analytics, social media campaign tools, etc. Experienced in design, layout, and visual understanding in relation to websites, magazines. In-depth knowledge of video editing and technology. Digitally adept and quick to learn new software. Fluent in English, both written and spoken, at a high professional level.