

CV - FLEMMING ØSTERGAARD

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Economist and journalist. Experienced as a **Macro and Financial Analyst, Communication Advisor, Financial and Business Journalist, Editor-in-Chief, Trendspotter, Press and Content Manager, and Content Marketing Specialist** — roles that have shaped me into a blend of analyst, journalist, editor, and investment expert across various asset classes.

- Extensive experience and insight into macroeconomics and a wide range of financial topics, as well as global environmental and resource issues.
- Highly skilled at clarifying complex topics, innovations, and challenges, presenting key insights in engaging, easily understandable narratives tailored to diverse audiences—from the general public to institutional investors.
- Accustomed to working under pressure, managing diverse topics and tasks. Strongly self-motivated, creative, and proactive, collaborating closely with subject matter experts and colleagues.
- Strong analytical skills and methods. A thorough researcher, adept with numbers, highly experienced in Excel, and proficient in statistical methods.
- Critical daily user of AI tools for various tasks.
- Fluent in English at a highly professional level, both written and spoken.

PROFESSIONAL EXPERIENCE

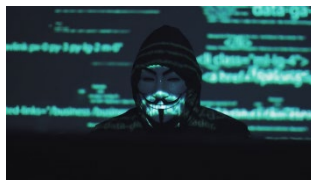
June 2018–Present: Director and Founder at Content Marketing Advice

Provides journalism, PR, animation graphics, communication consultancy, and strategic communication (B2C and B2B). Writes articles – like [this](#), [this](#) or [this](#), opinion pieces, press releases, advertorials, etc., for businesses. See more [examples](#). Conducts analyses—for example, authored an analysis and [white paper](#) and wrote an [article for Finans/Invest](#) on behalf of Jentzen & Partners. Produced numerous video interviews with experts, managing both on-camera and off-camera roles. Produced eight documentary films supported by Europa-Nævnet—three in 2024—available on FILMSTRIBEN, Bideo.dk, and other platforms.

Capital Markets Union, 2024



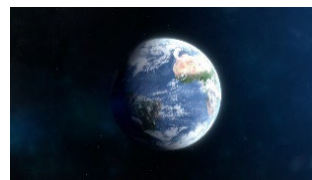
The Cyber Threat in Europe, 2024



EU Enlargement, 2024



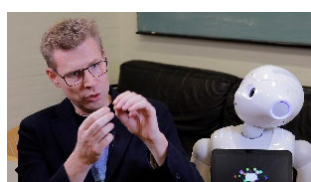
The Biodiversity Crisis, 2023



Strategic Autonomy in the EU, 2022



AI and the EU's AI Act, 2023



EU in the New World Order, 2021



The Defence Opt-Out, 2022



2017–May 2018: Press & Content Manager at Spar Nord Bank

Fifth-largest Danish bank. As the individual responsible for national PR, I elevated the quality of external communications and analyses to a higher level. I secured extensive national press coverage—including Ritzau, Børsen, JP, Berlingske, DR, TV 2, P1, and others—along with coverage in regional and local newspapers. I conducted a comprehensive assessment of the need to raise competency levels in specific professional areas, as well as the potential for using sustainability as a competitive advantage. My position involved a high degree of idea generation, my own analyses, and video production.

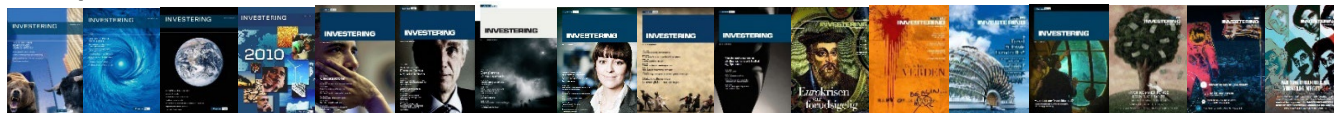
2016–2017: Director and Founder at Content Marketing Advice (same as above, see current role)

2000–2015: Editor-in-Chief, Chief Advisor, Trendspotter/Analyst, Financial Web Editor - Danske Bank

Largest bank in Denmark and among the first 300 in Fortune Global 500 at the time. I raised the standard for both internal and external communication. Established the first financial news editorial team among Nordic banks. Advisor to the bank's experts in external communication. Delivered inspiring content for new potential strategies, investment opportunities, and structured products. Sole author of [INVESTERING](#), including the editorial—distributed to 40,000 VIP customers in Danish, Finnish, Norwegian, Swedish, and English, made available digitally to all. Produced video interviews for the digital edition. A critical and

popular magazine covering investing, pensions, mortgages, macroeconomics, etc.—but also, to a great extent, important global trends and challenges. The magazine covered topics such as technology, science, resources, the background of the financial crisis, the 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 books, and more. The goal was to broaden global perspectives while signaling social responsibility and insight—often with a special focus on environmental issues, long before it became fashionable. The magazine received overwhelmingly positive responses from readers and led to increased investment activity.

Examples from INVESTERING



Conducted research and wrote white papers in English aimed at international institutional clients (see examples [here](#) and [here](#)).

Wrote ongoing feature articles and newsletters for financial centers and VIP clients on highly topical events.

Provided daily market commentary. Produced the bank's detailed guide to trading and complex strategies involving equity options and futures.

Conducted numerous expert and video interviews—internally and abroad—highlighting important topics and trends.

Coordinated a wide range of perspectives. Delivered inspiring content for new potential strategies, investment opportunities, and structured products based on, among other things, resources, Clean Tech, and renewable energy.

2002: Author - Wrote the book *Bolighandel*, published by Børsens Forlag, 2002.

1998-2000: Business and Financial Journalist - Berlingske Tidende

Third-largest newspaper in Denmark. Wrote hundreds of articles on macroeconomics, politics, finance, and business in general. Provided readers with broad insights across numerous areas—many of which related to investing, mortgages, and personal finance.

1997-1998: Financial Journalist – Reuters Finans

Denmark's leading financial news agency at the time. I helped maintain Reuters Finans's position as the country's top financial and business news provider—the essential source of information for media, investors, financial institutions, businesses, and the financial markets. The work involved intense, fast-paced news coverage. Interviews with CEOs and experts. Close monitoring of listed Danish companies, economic indicators, trends and tendencies in Danish business, international competitors, domestic and foreign political developments, and global financial markets.

1995-1997: Freelance – Communications & Journalism

My background as a Macro and Financial Analyst gave me a natural entry point to clients in the financial sector. I handled various communication tasks such as PR, press releases, articles, op-eds, product and concept information materials, etc. Regular contributor to Berlingske Tidende, Penge & Privatøkonomi, Børsens Nyhedsmagasin, Civiløkonomen, among others.

1991-1994: Macro and Financial Analyst – Aktivbanken

The bank was ranked no. 1 in currency investments for private investors. I contributed to strengthening Aktivbanken's position in corporate currency and interest rate risk management, as well as its leadership in currency speculation for private investors under the EMS. Raised the standard of the bank's internal and external communication and was a key contributor to educating companies and private investors in understanding currency and interest markets, financial risks, and identifying potential profit opportunities. Conducted macroeconomic analyses of OECD countries and emerging markets, wrote a monthly magazine, produced currency and interest rate forecasts. Developed currency and interest rate strategies for both hedging and speculation using derivatives—such as forward exchange contracts, FRAs, and currency options. Performed daily technical analysis of the currency market. Produced quick commentary on relevant financial and economic indicators. Optimized currency portfolios (Markowitz). Held internal training courses. Wrote regular columns for, among others, Vejle Amts Folkeblad.

EDUCATION

MSc (Econ), Finance, Business, and Economics – Aarhus BSS (1991)

Supplementary Journalism Education (Tillægssuddannelsen), Danish School of Media and Journalism (1995)

Short & Documentary Film School, Lyngby – focus on web films, corporate presentations, and documentaries (2015, 2016)

Digital Marketing, Bigum & Co (2016) – A six-week intensive course in the key tools of the digital world for practical use in online marketing. SEO, SoMe strategies, email marketing, content marketing, etc.

Courses and conferences in finance, journalism, science, and technology in Denmark, London, and New York (1991–2014)

SOFTWARE & LANGUAGES

AI tools, Adobe Premiere Pro, After Effects, Audition, InDesign, Photoshop, Illustrator, Blender, Canva, WordPress, Mailchimp, SEO tools, MS Office (including Excel – strong in statistical methods), Google Analytics, social media campaign tools, and more. Experienced in design, layout, and visual communication for websites and magazines. Extensive knowledge of video, editing, and technique. Licensed drone operator—experienced in drone filming. Digitally proficient and quick to learn new software. Fluent in English at a highly professional level, both written and spoken.