

Tue Søttrup

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Professional Experience

Dixa - VP CX Excellence & Chief Evangelist, 2016 - Present

Employee number seven holding various roles from startup through hypergrowth. As the VP of CX Excellence & Chief Evangelist at Dixa, I've been instrumental in driving the company's growth through three core areas of responsibility.

- I've successfully identified and acquired high-potential customers.
- Defined and promoted CX Excellence in the industry and internally.
- I worked closely with the CEO and CPO on developing the product roadmap and growth strategy.

My dedication to enhancing customer experiences and thought leadership has been pivotal in Dixa's continued success. Achievements include but are not limited to the following:

- I led the pre-sales solutions strategy on several key enterprise customers with an increase in ARR to the value of \$6M.
- Played a critical advisory role in acquiring three companies that helped shape the product integration strategy and market fit with the acquisition of Elevio, Miuros, and Solvemate.
- I played a crucial part in the development of vital product developments, which resulted in an improvement of efficiency by 20% on average for our customers.
- In my role as Chief Evangelist, I was the face of Dixa at relevant industry events and helped drive the growth of Dixa in new territories in the US, which we could grow from \$11M ARR to \$16M ARR in 18 months.
- I have built, managed, and scaled customer success, customer experience, and CX excellence teams.
- I led pre-sales on a US gaming client. I supported delivering required product features on time, training 3.200 in-house and outsourced agents, and delivering a user manual.
- Instrumental in growing the customer base from 0 to more than 800 paying customers. I have been directly involved in securing 20% of Dixa's current customers.
- Helped secure high-value customers that grew revenue from \$0 to \$20M.
- Part of securing Seed Round, Series A, Series B, and Series C funding rounds.

Saxo.com - Head of Support, 2013 - 2016

Responsible for bringing Saxo's customer experience to the next level. Established vision, success criteria, and KPIs to deliver an exceptional CX across numerous channels. Undertook business transformation program to redesign team, using outsourcing and securing a 9.3/10 Trustpilot score.

- We increased the Trustpilot score from 8.5 to 9.3. Net profit grew by 40% from 2013 to 2016.
- I established outsourced customer service, reducing operations costs by 17%.
- We introduced a drop-shipment solution with distributors in the UK and US, resulting in reduced delivery time by 1-3 days and a decrease in operations costs of 5%.

SEB Kort - Head of Support, 2003 - 2013

SEB Kort is a leading credit card provider in the Nordics, with more than 3 million issued credit cards. I was responsible for leading a team of 25 employees and delivering service around the clock. As Authorization and Line Manager, I was responsible for planning shifts, training employees, hiring new employees, and keeping expenses within budget.

- I led a successful LEAN transformation, improving efficiency by 25% and employee satisfaction by 40%.
- Supported implementing a new customer service platform aggregating data from multiple systems into one interface. The new platform increased efficiency, decreased training time, and reduced error rate.

Varying Roles - 1997 - 2002

- I learned the value of customer service through working as a support agent at an airline company and a phone company.
- Self-employed at Arcana Film, a film and video production company specializing in corporate videos. Assignments for Copenhagen Fashion Week, CPH:DOX film festival, DSB S-Tog, Warner Music, GAM3, and the National IT and Telecom Agency.

Education

Film and Media Science - University of Copenhagen - 1997 - 2002

Covering user interface design, multimedia, and communications.

Courses, Industry Accreditation + Certifications

- Certified Customer Experience Professional (CCXP).
- Region Council Member for Europe, CXPA.
- KCS v6 Fundamentals Certification.
- CX and NPSSM Fundamentals.
- Command of the Message and MEDDPICC Training, Force Management.
- Founding Member of The European Customer Experience Organization, ECXO.
- CX Leadership Masterclass with Ian Golding
- 'SEB L.E.A.D,' Leadership Expansion and Development. Stockholm School of Economics IFL Executive Education & Oxford Leadership Academy.
- Situational Leadership® II, High Impact-course', Center for Leadership.

Hobbies + Interests

- Reading. My Goodreads readings [list](#).
- Walking in the forest next to my house with our King Charles Cavalier spaniel.
- Spending time with my children.

References

- Visit www.sottrup.dk for more information.