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## PROFILE

14 years of experience in the private equity SaaS business. Operational management of teams within sales, support and training working with the Customer Success strategy.

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## CONTACT

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# LINE WEIS MADSEN

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## EXPERIENCE

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### CUSTOMER SUCCESS DIRECTOR, COMMERCIAL CUSTOMER SUCCESS - NORDICS

#### ECOONLINE APS, DENMARK & NORWAY

2023–nu

EO (EcoOnline) merged with UK/US company Alcumus. As a part of change in structure the customer success was split into more focused areas. I continued with the commercial part and got the responsibility across borders to manage both the CSM's and SCSM's in Denmark and Norway.

It is also the responsibility of 4.000 customers and 182 mil DKK in total contract value (ARR).

I work based in Aarhus, but with two remote teams in Tønsberg & Oslo, Norway.

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### CUSTOMER SUCCESS DIRECTOR, CUSTOMER SUCCESS - DENMARK

#### ECOONLINE APS, AARHUS

2020–2023

The sales department was split in two – New Customer Sales & Customer Success. I continued to manage the CS sales

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## ACTIVITIES

Horses and riding – Academic art of riding

Skiing

Ladies Circle

Summer house in Lønstrup

Cooking

Nature

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## PRIVATE LIFE

Lives together with Martin (41) and our two children, Alma (4) & Alfred (3). Martin is a pig farmer, and we live on a farm outside Hobro together with our dog and my horses (and a lot of pigs).

(contract customers) plus the Service, Support, Training and Product Specialists in Denmark.

EO spread their focus from chemical management to a broader palette of EHS, ESG and safety software through mergers and acquisitions.

We migrated the CC-customers to the EO-platform in 2019-2021 more than tripling the revenue base value in those years.

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## COUNTRY MANAGER - ECOONLINE APS, AARHUS

2016-2020

ChemiControl ApS was sold to EO (Norway) in 2016 and separated from ProOffice. I got the responsibility as Country Manager for the new DK division of EO. I build up the division from 3 to now 32 employees and established a new sales department to target the Danish market with an initial customer portfolio of 386 customers and 5 mil DKK turnover.

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## KAM – PROOFFICE GRUPPEN APS, AARHUS

2010-2016

Being a part of a small entrepreneurial SaaS-company with 35 employees I took on a lot of different tasks mainly related to the ChemiControl software (chemical safety). From selling software solutions, support and training of the customers to driving development projects with the R&D team as Product Owner.

I was leading a small team of BDR's and service/support people connected to the sales and service of the product.

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## PRODUCT/MARKETING ASSISTANT – TDC, AARHUS

2009-2010 – Maternity cover

Worked in a back-office function connected to TDC Butik, supporting the TDC shops with information on new mobile phones and generating marketing campaigns and catalogs.

## EDUCATION

### AARHUS BUSINESS COLLEGE

2008

Cand.IT IT, Communication & Organization

### AARHUS UNIVERSITY

2006

BA, Comparative literature, and Business Economics

### AALBORG KATEDRALSKOLE

2002

High school diploma

## OTHER SKILLS & EXAMS

- Arbejdsmiljøuddannelsen – CRECEA 2022
- ITIL Certification 2010
- Driver license B
- Worked 8 months in 2002/2003 in Crowthorne, Berkshire, UK as an Au Pair

## IMPORTANT SKILLS AND COMPETANCES

- 14 years of leadership experience
- Strong commercial profile
- Customer-centric & long-lasting customer relations
- Strong collaboration with internal stakeholders e.g. New Business Sales, Products, Marketing, Legal, HR, Support & Training, Partner channels etc.
- Data-driven mindset
- Training & coaching
- Recruitment and HR
- Processes on company mergers and software migrations
- Great knowledge of Nordic culture and languages + experience with UKI colleagues and management