

Simon Haack Bryld

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MSc International Business with three years leading strategic project delivery at Novo Nordisk. I turn global strategy into local execution, aligning stakeholders, owning budgets, and diagnosing performance issues across a 24-market portfolio.

24 markets Diagnosed and aligned across the global portfolio	40 M DKK Intervention budget negotiated and allocated by need	100 + Cross-functional leaders, including VPs, aligned monthly	40 + Strategy sessions led with advisors, affiliates & leadership
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EXPERIENCE

Associate, Global Strategic Programme Delivery — Novo Nordisk A/S, Copenhagen **2024 — 2026**

STRATEGIC PROJECT MANAGEMENT, GLOBAL PORTFOLIO

- Ran bi-weekly diagnostic reviews across 12 markets, triaging the ~3 recurring issues driving portfolio-wide underperformance before designing country-level fixes.
- Built and led a 20-person external advisor panel, designing the agenda, sourcing best-practice input, and cascading advisor insight into global programme decisions.
- Ran monthly forums translating global strategy for 100+ stakeholders across 24 affiliate markets, growing attendance by ~40% over two years.
- Diagnosed the root cause of stalled female enrolment and redesigned market segmentation, lifting the metric from ~10% to over 20% portfolio-wide.
- Negotiated and allocated a 40M DKK intervention budget across 24 markets, prioritising the countries most in need.
- Led agenda design and keynote delivery for the 2-day Amsterdam strategy meeting, attended by 40+ advisors and affiliate leaders across 20+ countries.

★ **Recognised by the Project Vice President as a high-impact individual contributor**

Intern, Global Medical Affairs — Novo Nordisk A/S, Copenhagen **2023 — 2024**

- Rebuilt the external-advisor governance framework, cutting compliance queries by ~20% and clarifying decision rights for project managers.
- Managed approval and contracting for 20+ external advisors, safeguarding compliance and delivery timelines.
- Wrote executive briefs and decision papers weekly for senior leadership forums.

Student Assistant, Policy & Advocacy — Fødevareforbundet NNF, Copenhagen **2021 — 2022**

- Conducted structured data collection and policy analysis within a legislative framework, supporting evidence-based advocacy and member-facing recommendations.

EDUCATION

MSc, Economics & Business Administration — International Business
Copenhagen Business School **2022 — 2024**

GPA 10

Thesis: *Geopolitical Risk Management in Multinational Enterprises*, based on primary research with C-suite executives at Novo Nordisk, including the Enterprise Risk Director and Head of Intelligence & Global Security.

BSc, Business Administration & Philosophy
Copenhagen Business School **2018 — 2021**

GPA 10

Bachelor project: Behavioural economics and mass psychology in financial market dynamics.

LANGUAGES

Danish (Native) · English (Full Professional Proficiency)

CAPABILITIES & TOOLBOX

CORE CAPABILITIES

Strategic Planning & Market Execution	Stakeholder Management & Executive Facilitation
Budget Ownership & Resource Allocation	Data-Driven Problem Solving
Cross-Functional Leadership	Change Management

TOOLBOX

 Excel	 PowerPoint
 Tableau	 AI Workflows
 Rapid Prototyping	 Python