

## General Manager, Nordics

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Company: Lenus

Location: Copenhagen

Category: other-general

### **Lenus is looking for a General Manager for our Nordic markets**

**Location** Stockholm or Copenhagen

**Travel** 50% travel between offices located in Copenhagen, Helsinki, Oslo, Stockholm

This is a rare opportunity to get in on the ground floor of a fast-paced, growth-stage health tech company on its way to unicorn status. In this pivotal role, you will report to the Chief Revenue Officer and be responsible for owning a double-digit million EUR revenue market growing at 40% YoY and ensuring we capture market share using a two-pronged GTM - Lenus (our flagship product) and Zenfit (our distribution platform). This is a high-exposure role within the Commercial Management Team CMT, reporting to the Chief Revenue Officer and frequently interacting with the company leadership. This role may be a great match if you're looking for a purpose-driven, dynamic, and global workplace.

We're looking for a skilled scale-up specialist with expertise in Sales and Marketing, a strong bias for action, and a proven ability to grow a P&L rapidly in the Nordics. We value candidates with a commercial mindset, excellent analytical capabilities, and robust relationship-building skills. The successful applicant will drive rigour and discipline across expansive teams, guiding them towards achieving the business's Key Performance Indicators. We are a driven and motivated team united by a common purpose and a strong desire to achieve it. The team has high commitment, dedication, and passion for what they do. We offer a supportive environment essential for a driven and motivated team. The team feels valued, supported, and empowered to take ownership of their work and contribute to the team's success. We do this through a positive organisational culture, access to resources and

tools, and professional development and growth opportunities.

## What You Will Do

**Team Leadership and Operating Principles** Manage a high-performing team of sales, marketing, and account management professionals who work towards the defined commercial operating model, fostering a culture of excellence. Operate as an entrepreneur (fail fast and iterate), get the work done AND manage your team. Develop capability and domain expertise among the next generation of leadership and functional expertise within the organisation and create routines to drive change. Instill Lenus values among team members, foster genuine human connection within the teams and manage towards a high-performance culture.

**Process rigour and routines** Create, own and drive processes to enable revenue outcomes. Champion the adoption of systems, tools and routines that ensure commercial predictability and repeatability.

**P&L discipline** Own and run a tight budget to deliver growth and efficiency Gross Margin) targets. Ensure ROI-based decision-making for hiring, piloting new initiatives and rolling out programs. Build and nurture customer relationships to drive retention among enterprise accounts.

**P&L growth** Constantly identify opportunities to drive top-line revenue and lower CAC by testing new channels, GTM strategies, experimentation, and novel growth tactics. Leverage external experts and resources to deliver outcomes. Master routines to grow micro-accounts successfully into enterprise accounts.

**Account Growth Strategy** Develop and execute a hypothesis and data-driven social media strategy to scale accounts profitably, focusing on client acquisition, retention, and brand recognition for our coaches by creating and implementing custom growth strategies to increase their client base.

**Special CXO projects** Work with the Chief Revenue Officer on ad hoc Tier 1 projects critical to the company's success.

## About You

10+ years of hands-on experience scaling a B2B or B2B2C startup in a high-growth and

high-relationship environment, with a proven ability to scale a P&L profitably, ideally having managed a \$10M budget and delivering on targets.

Ability and relevant experience leading, developing and nurturing a team of 40 full-time employees, taking performance and capabilities to new heights.

Experience in analysing and structuring data for a market, turning data into insights and insights into actions, and influencing business leaders with decision-making.

Ability to create efficient strategies to capture market share profitably.

In-depth knowledge of marketing and sales strategies on major social media platforms, preferably using Martech tools, creating roadmaps for your region rooted in experimentation and measurement.

Experience leveraging metrics and performing hands-on data analysis. You should have a track record of using data to inform decision-making. This includes interpreting complex data, identifying trends, and making strategic recommendations based on their analysis.

You should display the ability to develop strong relationships with external and internal stakeholders.

Bachelor's degree in Marketing, Economics, or equivalent professional experience.

### **About Lenus:**

Lenus was founded in Denmark by Bertram Thorslund in 2016. We are a health technology company that empowers health coaches to scale their businesses through pioneering technology and our in-house business, health and innovation expertise.

We're inspiring a new generation of health coaches—people who have the power to move not only bodies but minds, too. We are at the forefront of an industry under rapid transformation, and our strategic innovations pave the way for the change we want to see—happier and healthier people.

Today, Lenus is headquartered in Copenhagen, with offices in New York, London, Stockholm, Berlin, Hamburg, Madrid, Helsinki, Southern California & beyond.

*We care about your privacy, personal data and information at Lenus.*

*We commit to an inclusive recruitment process and equality of opportunity for all our job applicants.*

*For specific details on how your personal data and information is processed by Lenus during any recruitment process, please see our .*

*Specific to EU applicants:*

*Lenus will treat all personal information collected during the recruitment process with the utmost confidentiality and in line with current data protection legislation. We rely on the lawful basis of Art. 6 (1) (b) of the GDPR to process the information provided by you in the recruitment process.*

*Specific to California applicants:*

*Lenus will treat all personal information collected during the recruitment process with the utmost confidentiality and in line with current data protection legislation.*

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