

Humblebæk, 10th of May 2007

Recommendation of Tania Ellis

What do you do when the project manager of a 50 million kroner corporate branding project goes on maternity leave and you just cannot postpone the project?

That was my reality one autumn day in 2006 on the eve of one of the most extensive projects in the history of the company.

I was advised to contact Tania Ellis - a recommendation that turned out to be vital to the survival of the project.

It was not easy to persuade Tania, but luckily she agreed, not least because she sympathized with our company and found the assignment relevant. The project, which affected the entire company of about 7,000 employees in 30 countries, directly involved employees from about 10 countries in the development of a new corporate brand.

The concrete consulting tasks included, among other things, ongoing information and communication on the corporate branding project to the organization; development of and follow-up on project plans and budgets; developing and running workshops and presentations internally in the organization (national and international); participation in relevant internal meetings to ensure an ongoing internal commitment and strategic sparring.

With Tania we got the most dedicated consultant you could wish for. One thing is her remarkable ability to systematize processes, to create an overview, to decide and follow-up, to plan and initiate, to time manage and document. Another thing, which is of even greater value, is her outstanding ability to create relationships and move at all levels of the organization. Tania was very soon respected and valued by all stakeholders of the project, right from executive management to marketing assistants, both inside and outside of Denmark.

Tania showed that she has the ability to deal with complex issues and to manage and create contact to the right persons in order to move a project forward and to create results. With Tania at the helm for seven months our corporate branding project was in the most competent hands you could dream of.

Kind regards,

Jens Steen Larsen
Vice President, Corporate Communications, Coloplast