

# Mette Aarup CV

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## PERSONLIGT

Mette Aarup  
Blæsenborgvej 4  
4320 Lejre

+45 3013 4040  
[mette@aarup.net](mailto:mette@aarup.net)

48 år og mor til  
to sønner

## ERFARING OG UDDANNELSE

Dyrlæge og kommunikør med erfaring som:

- Kommunikationschef
- Ansvarshavende redaktør
- Praktiserende dyrlæge
- Selvstændig virksomhedsejer
- TV vært og tilrettelægger

Uddannelser: Dyrlæge, Fagjournalist fra  
Danmarks Medie- og Journalist Højskole,  
diplom i professionel kommunikation, DIEU.



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2015

### **Ejer og stifter af dyrlægepraksis (3376)**

Virksomheden er en enkeltmandsvirksomhed, "Mette Aarup", cvr. nr. 34 52 75 47. Tandlægepraksis er en mobil veterinær praksis som behandler lidelser i mundhulen på heste. Praksis råder ikke over egne klinikfaciliteter, men har alt udstyr i praksisbilen. Ved behov for indlæggelse eller ved større kirurgiske indgreb henvises patienter til KU Life eller til en kollega med hospitalsfaciliteter. Formål:

1. Regelmæssig pleje af normale tænder – vedligehold/sundhed
2. Behandling af patologiske tilstande i mundhulen på alle typer af heste
3. Rådgivning om sundhed i mundhulen, ernæring/fodring, samt bid/udstyr

2013 – 2015

### **Roskilde Katedralskole, kommunikationschef**

Ansvarlig for skolens interne og eksterne kommunikation, presse, filmproduktioner, events og projektledelse sammen med elever og lærere. (1400 elever, 150 lærere)

2003 – 2013

### **Nycomed, Research & Development, different positions**

August 2003 – February 2013

I have been with Nycomed/Takeda for a long period, and held a range of different positions. I have worked through three major restructurings and actively contributed to change management through efficient communication. I have experienced the pharmaceutical industry from many different angles and I have a deep understanding of Drug Development as well as leadership in big organizations.

2012 - 2013

### **Director European Development Communications, Nycomed/Takeda**

- Since the merger with Takeda in January 2012 I have worked to support the Head of European Development Communications who is based in London
- **From August 2012 – June 2013 I am studying journalism full time**

2008 – 2012

**Head of R&D Communications**, member of R&D Leadership Team and part of Nycomed's top 100 management for four years. Areas of responsibilities:

- Strategic and operational support to management in communication, leadership and knowledge management
- Alignment across the company on internal and external communication regarding organization, strategy, operating model, management processes, projects and portfolio
- Proactive communication to support change management and the

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- establishment of a robust working culture and mindset in the company
- Newsletters to 850 colleagues in R&D – 8 per year.  
Multiple short News Updates and announcements ad Hoc
- Coordinator of R&D Extended leadership forum 'ELF' (75 leaders) by arranging novel face-to-face large group meetings with interactive agendas as well as running regular web-seminars and business updates  
Ensure connectivity and shared ownership of strategy and processes in R&D
- Driver of cross functional collaboration and knowledge sharing throughout R&D
- Establish and promote a common understanding of the organizational structures, working processes and the philosophy of the R&D Operating Model
- SharePoint intranet – Implement Knowledge Management strategy and mindset across R&D, drive network of editors to ensure that all content is aligned, well maintained and structured

## *Summary of overall contributions in 2010 (by Anders Ullman, EVP R&D)*

"Mette has during 2010 continued to demonstrate an admirable level of energy and professionalism, with very good understanding of content in terms of strategy and operations and with very strong contributions based on her skills in internal as well as external communication and knowledge management. She is a strong networker and lives the Nycomed values. Mette has through her internal communication platform made significant contributions to maintain moral and motivation during times of restructuring and cost containment. She had also strengthened the platform by e.g. the eELF quarterly WebEx, which has been a cost effective way of direct communication with 100+ leaders in R&D worldwide. Mette has been most instrumental to create an effective interface between R&D and Corporate Communication. Last, but not least, Mette has continuously been giving strong support to me and to RDLT on communication, knowledge management and change implementations topics." 2003 – 2008 **Nycomed, Research & Development - three different positions:**

**Head of Communications** in 'Portfolio, Project and Alliance Management' (1 year) I was responsible for communication of portfolio management tools and time registration/resource management systems. Communication of pipeline and important milestones in development projects in close collaboration with Corporate External Communications.

### **Medical Communications Manager** (1½ years)

Creation of interactive e-learning materials within areas of osteoporosis, Pain and surgical management. Medical information systems, Information portal and access to publications. I scoped and built the first Nycomed R&D Sharepoint intranet solution, 'the nPortal' and won the IntraTeam gold award in 2007 in the category: cross functional collaboration.

### **International Medical Adviser, 'TachoSil'/Surgery** (2 years)

I supported the pre-launch and launch activities of TachoSil. I developed communications packages, videos, training material and took part in planning clinical studies in new indications.

Established a concept of 'International Medical Task Force Meetings' that was broadened to all Nycomed's therapeutic areas in order to engage local operating country medical staff in development and launch activities and to ensure optimal resource utilisation.

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2001 - 2003

## **Co-founder and Concept Developer for the internet portal 'Jord til Bord'**

The portal provided information about food, agriculture, health and sales of quality products with full traceability. I held the role of responsible editor and I was member of the board in this entrepreneurial internet based company.

I learned a lot here:

- Internet portal scoping and planning
- Content generation and copyright issues
- Fundraising and working with partners
- Press, campaigns, shows and events
- Commercialization and building physical shops with high quality food
- Contact to health authorities, legislation
- Crack of the IT bubble and how to go bankrupt

1999 - 2001

## **Host and editor of four different TV program series**

Broadcast on national Danish Television, DR1 and DR2.

The programs dealt with science, nature and agriculture. My job was to host the programs, and before that planning programs and doing research - Casting people and locations - conducting interviews and telling the stories

1997 - 1998

**Research work in porcine immunology** regarding lymphocytes and their cytokine profiles. Royal Danish Veterinary University and University of Urbana Champaign, Illinois

1994 - 1997

## **Praktiserende dyrlæge på Karlslunde Dyrehospital**

Smådyrspraksis på stort veludstyret hospital, hvor jeg var bredt beskæftiget inden for alle dyrearter og fagområder. Mine særlige interesser var dermatologi, gastroenterologi og kirurgi. Jeg underviste veterinærstuderende og holdt mange oplæg og foredrag i hundeklubber ved siden af arbejdet i klinikken.

Efter 3-4 år på hospitalet udviklede jeg allergi overfor hund og kat og måtte forlade et virke, jeg holdt meget af.

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## INTERNATIONAL/GLOBAL

I work and navigate well in international and multi-cultural environments where I interact with multiple stakeholders across disciplines, functions and borders.

## LANGUAGES

Danish	Mother tongue
English	Excellent written and spoken
Scandinavian	Experienced and comfortable with all conversation
German	Courtesy use, I understand and speak some

## EDUCATION

1994	Doctor of Veterinary Medicine, Royal Danish Veterinary University.
1997	Diploma, International Health, Tropical Medicine. University of Copenhagen.
1997 – 1998	PhD study: Porcine immunology
1999 – 2009	Developed strategic communications skills, writing, media-training, knowledge management, SharePoint intranet, e-learning, tv-production and a differentiated IT understanding. I educated by 'learning by doing' and in selected dedicated training courses.
2007 – 2008	DIEU Diploma in 'Professional Communication'.
2007 - 2011	Nycomed's leadership development program: "Learn 2 Lead", Dynargie courses 'Dynamic Energy', Five days coaching training and lately 'Breakthrough Leadership'.
2012 – 2013	Fagjournalist at Danmarks Medie- og Journalist Højskole. Graduated in June 2013

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## NETWORKS & MEMBERSHIPS

- Den Danske Dyrlægeforening
- British Equine Veterinary Association
- Dansk Journalist Forbund
- IntraTeam, intranet network
- Dansk Kommunikations Forening
- Speaker and Chairman at 'Smart Employee Portals' in Berlin 2011
- Regular speaker at J.Boye Intranet meetings and at IntraTeam Event

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## SPARETIME

- My two sons, family and friends
- Outdoor activities like Icelandic horse riding, skiing, snowboarding and sea kayak
- Garden work, baking, reading and travelling