

# Anna Jensen

Non-Executive Director

Edinburgh | [anna.jensen@businessdoctors.co.uk](mailto:anna.jensen@businessdoctors.co.uk) | +44 (0) 793256 0707 | [LinkedIn Profile](#)



Anna is a uniquely experienced and passionate business leader who has achieved significant successes within the public and private business sectors. She has worked with several organisations who have been struggling without clear leadership or direction. By applying her strategic perspective and innovative approach, she has enabled businesses to succeed. Anna has significant experience influencing, guiding and operating at a senior level. She uses a direct and transparent approach while working with boards, making expert recommendations based on evidence. Anna is a trusted, innovative and compassionate leader, with the tenacity to carry out strategic operations, steering organisations towards their objectives whilst upholding quality standards and customer focus.

Anna is seeking select Non-Executive Directorships to add value in terms of independent critical oversight, support with strategic business development and the following implementation, providing an external perspective to organisations who want to excel in their industry.

## AREAS OF EXPERTISE

- Strategic Business Development
- Establishing Key Partnerships
- Business Turnarounds
- Change Management
- Leadership and Development
- Business Growth and Scaling

## NON-EXECUTIVE CONTRIBUTIONS

**Heriot-Watt University, Watt Club, Committee Member**  
**Heriot-Watt University, Academic Representative**

**2019 – Present**

## EXECUTIVE CAREER HIGHLIGHTS

**Business Doctors Edinburgh, Director**

**2019 – Present**

- Set up an independent management consultancy to add value to small to medium sized businesses by developing strategic plans for the business to deliver shareholders aspirations
- Offering support on growth & exit strategies, sales, finance, engaging staff and providing best practice advice of management and on future development and recruitment
- Offering workshops and seminars on business management matters including exit strategies, rapid growth, value building and staff engagement, using a holistic and pragmatic approach

**NFS Interim Managing Director**

**2017 – 2018**

- Invited to the company to provide guidance and stability during a change of management
- Formulated and implemented long and short-term strategic growth plans to increase profits
- Undertook extensive research and analysis on the organisation's capabilities in order to prepare a full business report for the board on the group's future development and key operational tasks
- Functioned as an advisor to the board on all strategic, financial matters and the entire building project.
- Identified business opportunities and mitigated risks to exceed the organisation's performance and business growth
- Established procedures to significantly improve financial and employee performance
- Prepared and executed the annual financial and educational audits as well as developing a 5-year budget plan which was approved by the Board and Chartered Accountant

- Project managed a construction project within the organisation from conception to delivery, facilitating engagement with the board, overseeing finances, project budgeting, and negotiating with stakeholders
- Improved contracts with the insurance company and the external cleaning company
- Exceeded business growth by providing in-depth reports of recommendations to the executive management on issues of business development and risk management

**Passion2Improve, Interim Consultant**

**2016 – 2017**

- Delivered high quality strategic support through one-to-one collaboration with the CEO of the management consultancy and e-commerce business
- Introduced change leadership methodology, assessed user needs, provided feedback, knowledge and information on product features and content
- Provided product support in the writing of the CEO's book titled 'Business Acumen'

**Milife, Interim Project Manager**

**2016 – 2016**

- Designed an adopted ROI model to compare the potential costs and benefits of investments in personal development training of young people 13 -25 years within local government
- Created visual models for semantically rich, graphical and textual designing notations of complex psychological theories to attract readers and to make complex theories visually clear to understand
- Attained high customer satisfaction level by providing excellent services and quality

**Milife, Interim Head of Administration**

**2015 – 2015**

- Designed strategic plans and implemented in collaboration with executive management to increase the organisation's growth and efficiency, leading the development of standard operating procedures
- Composed a draft master schedule (DMS) for the start-up to monitor the arrival at milestones
- Developed sales and marketing activities to achieve the company targets.
- Exceeded funding expectations by completing full project descriptions and applications.

**Trelleborg Independent School, Principal & Managing Director**

**2007 – 2014**

- Designed and executed strategic plans for a turnaround in a complex and competitive environment
- Performed various director operations, including financial management, human resource management, project and change management, quality assessment, property project management.
- Performed a wide range of analytical and audit duties and coordinated tactical, strategic and budget plans as well as initiating new processes and systems that led to create and agile organisation
- Undertook compliance and risk management by implementing procedures and process improvements
- Increased revenues by 50.8% by developing and implementing branding strategies
- Increased the company's activities by 33% by including more core subjects and developing the school's capacity to include secondary level education

**FURTHER CAREER CHRONOLOGY**

**Hoeng Independent School,**

Management Consultant, Head of Career Guidance Centre and Headteacher

**1996 – 2007**

**LOF, Adult English Language Tutor**

**1995 – 1996**

**Rosebys, Sales Manager**

**1986 – 1989**

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Institute of Directors, Edinburgh,** The Fundamental Role of the Chair & The Role of Board members.

**Heriot-Watt University, Edinburgh Business School,** Master of Business Administration

**Business Academy,** Degree in Business Economics

**Business Academy,** Postgraduate Diploma in Leadership

**University College Zealand,** Bachelor of Education