



Dataprocés enters into a cooperation with Torben Haase

6.5.2021 12:56:55 CEST | Dataprocés Group A/S | Investor News

Dataprocés enters into a cooperation with Torben Haase with focus on sales goals.

Dataprocés has entered into a cooperation with Torben Haase with an intend to strengthen the sales organization. Based on a first half-year dominated by the Covid-19 shutdown, Dataprocés will strengthen the sales organization in order to meet a reopened market as efficiently as possible.

The market for Dataprocés' solutions is unchanged and the potential is great. The sales and customer activities were strengthened in December 2020 with the employment of Signe Thiim Knudsen as the Head of Sales. She now gets the solid support from Torben Haase, who will focus on getting the sales organization off to an efficient start in the new financial year.

As an essential part of Dataprocés' growth strategy for the financial year 2021/22, we have chosen to hire Torben Haase as a consultant and advisor – primarily to focus on sales and marketing as well as customer and partner-related activities and services.

With 40 years of experience in sales management and general management from software and service companies, Torben will contribute to maintain and expand Dataprocés' growth in the market for digitalization and at the same time support the growth strategy of the SaaS business.

"With our many new customers and with the great interest in our software solutions MARS, Min Sag and MARC Fleksløn, it will be important for Dataprocés to act efficient in the fast-growing market for digitization in the municipalities", says CEO, Kjartan Jensen. "Torben will help securing, that all our customer-related activities are carried out efficiently, so the desired and planned results for the sales and growth are secured in the future as well as our strategic goals for the year".

Torben Haase: "With the growth potential that Dataprocés is facing, it will be of great importance that the entire company works efficiently with sales and customer-related activities. We will introduce structure and tools that will secure, that all the skilled employees in Dataprocés contributes to achieve the planned goals for 2021/22".

Since leaving SAP as the Executive VP in 2006, Torben Haase has worked on projects related to efficient sales. The projects include coaching of the organization, streamlining sales and cooperation with partners and customers.

Contacts

- John Norden, Certified Advisor, +45 20 720 200, JN@nordencef.dk
- Kjartan Jensen, CEO, +45 41 21 05 01, K@Dataprocés.dk

About Dataprocés Group A/S

Dataprocés is an innovative IT and consulting house, specializing in solutions targeted at the Danish municipalities and their digital administration. The solutions range widely from robot technology and SaaS to data analyzes as well as collaboration and consulting. The starting point and purpose are always the same: to use data to create new knowledge, smarter processes and increased efficiency for the benefit of both citizens and municipalities.

Dataprocés - we create value with data!

Attachments

- [Download announcement as PDF.pdf](#)