

To whom this may concern,

Kristian is an experienced financial marketer who has a broad knowledge of finance industry and marketing.

At BlackRock Kristian was responsible for developing and managing the Nordic websites including enhancing the client web journey experience as well as improving the client experience across the marketing funnel. He also ensured that the marketing strategy was aligned with the regional and global marketing objectives. He is very skilled in leveraging modern methods and tools to drive business performance and create value.

Kristian is a result-oriented person who is able to manage projects independently and collaborate across functions effectively. He is a trustworthy, innovative and fast learning team player with a good sense of humor. I am pleased to strongly recommend him for any similar roles.

Jenny Uski
Vice President
Marketing Nordics, BlackRock