

Make Leadership Personal

Director Jens Moberg, Better Place Denmark

Abstract:

"Managers get selected - Leaders get elected".

The greatest leaders of all times was not in a management positions, but lead millions of people and accomplished things that was considered impossible. This is the heart of leadership. This is Personal Leadership. Right now we are all watching Barack Obama bringing new leadership to the US - a Personal Leadership that inspires, motivates and gives people energy. Jens will discuss how we - as company leaders - must focus more on being leaders and maybe less on being managers. And why we need to ensure that our employees elect us as their leaders. If we are only managers we will not get our companies through the "perfect storm".



Speaker:

As CEO for Better Place Denmark, Jens Moberg is responsible for establishing Better Place in Denmark as the first country in Europe. Mr. Moberg is also responsible for Better Place's further expansion in Europe, Middle East and Africa.

Prior to joining Better Place Jens Moberg was Corporate Vice President in Microsoft Corporation. In 2008 he was focused on developing and growing Microsoft's enterprise business in the emerging markets. Prior to this role, Moberg was responsible for revenue growth and attainment of Microsoft's more than 2,500-person U.S. Enterprise team while driving high levels of satisfaction among the more than 3,500 U.S. Enterprise accounts and managed enterprise partners. Before moving to the United States in 2005, Moberg was the EMEA (Europe, Middle East and Asia) Vice President and Regional Director for Western Europe. In this capacity, Moberg was responsible for Microsoft's business in the Netherlands, Belgium, Switzerland, Austria, Italy, Spain, Portugal, Denmark, Norway, Sweden, Iceland, Finland, Luxemburg and Ireland, where he led EMEA in growth during his tenure.

Moberg began his career at Microsoft in 1995, when he established Microsoft's consulting services in the Nordic region (Sweden, Denmark, Norway and Finland). After two years, he took on the responsibility of Marketing Director for the Nordic countries. In August 1998, he was appointed General Manager of Microsoft Denmark. Moberg held a series of roles with increasing responsibility, including Regional Director for the Nordic and Baltic countries, Regional Director for Central and Southern Europe and promotion to EMEA Vice President.