



Mathias Tinghøj Hansen

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📅 1991 Apr 14

Ph.D. Fellow at Department of Digitalization researching co-evolution in corporate venture building. 5 years of practical experience from growing two corporate ventures while developing entrepreneurial ecosystems both in the Nordics and the Middle-East.

Languages

Danish	████████████████████
English	████████████████████
German	██████████████████

Skills

Digital Marketing

Content Marketing, Growth Hacking, Automation, Email Marketing, SEO, Copywriting, User Persona Research, Video Creation

Adobe Creative Suite

After Effects, Photoshop, Illustrator, InDesign, Premiere Pro

Agile

Scrum, OKRs, Lean Startup, Design Thinking

Project Management

Trello, Notion, Meeting Notes, Stakeholder Management, Freelance Management, Briefing

Public Relations

Press Releases, Press Relations

Process Optimization

Playbook development, Process Mapping, Process Automation, Zapier

Business Development

CRM, Hubspot, Cold-Calling, KPI Reporting

Education

MSc Business Administration & Philosophy,

Copenhagen Business School

Copenhagen, Denmark

First-Class Honors (GPA: 3.75)

Minor in Operations and Innovation Process Management

BSc Business Administration & Philosophy,

Copenhagen Business School

Copenhagen, Denmark

Exchange Semester at European University Viadrina

Professional Experience

Ph.D. Fellow, Department of Digitalization, Copenhagen Business School

2020 Nov – present

The Department of Digitalization (DIGI) is one of the largest of its kind in Europe leading research in information technology and information systems. As a Ph.D. Fellow, my research revolves around organizational co-evolution in corporate venture building from a DeleuzoGuattarian perspective.

Research Assistant, Copenhagen Business School

2020 Jun – 2020 Aug

Developing a DeleuzoGuattarian analytical framework to examine portfolio management systems' impact on the direction of individual innovation projects. Conducted in collaboration with the Department of Marketing at Copenhagen Business School.

Copenhagen, Denmark

Marketing & Design Manager, Rainmaking - Qatar SportsTech

2018 Oct – 2019 Dec

Built the Qatar SportsTech accelerator brand and marketing strategy from the ground up and headed program PR with articles in the Wall Street Journal, SportTechie, SportsPro Media, GulfTimes, and MenaBytes.

Doha, Qatar

- Attracted **500+ startup applications** through content, influencers, and events.
- Achieved **1.500 LinkedIn followers** in 6 months through automation and targeted content.
- Won the Qatar Business Award as the **'Most Innovative Company in Qatar'**.
- Developed video, print, and digital content for **7 startup pitching events**.

Country Manager, Rainmaking - Thehub.io [🔗](#)

Headed all Danish venture operations and fostered strategic partnerships to strengthen thehub.io's position in the native startup ecosystem.

2018 Apr – 2018 Oct
Copenhagen, Denmark

- Led the negotiation of **5 content partnerships** for thehub.io's blog.
- Trained and managed **2 junior colleagues** and **1 freelancer** for daily operations and marketing.
- Built targeted user personas based on **facebook audience data, user surveys, and interviews**.

Marketing and Operations Associate, Rainmaking - Thehub.io

Grew the corporate venture, thehub.io, from 0 to 2.500 startup users through paid social campaigns, organic content marketing, and outstanding customer care.

2016 Feb – 2018 Apr
Copenhagen, Denmark

- Attracted **1.000 active users** within the first year.
- Reached **100.000 applications** by the end of year 2.
- Onboarded **50+ Nordic Venture Capital Funds** to develop a comprehensive overview of VC investment opportunities for Nordic Entrepreneurs.

Student Journalist, Øresund Startups News [🔗](#)

Developed copy for 20+ articles on developments in the Nordic startup ecosystem through interviews, event coverage, and venture highlights.

2015 Oct – 2017 Sep
Copenhagen, Denmark

Publications

External Ambidexterity: Collaborative Practices in Asymmetrical Technology Partnerships,

European Institute for Advanced Studies in Management

Conference paper on corporate-startup collaboration presented at IPDMC2020.

David with Goliath: Corporates, Startups, and How to Make Them Work Together, *Copenhagen Business School*

Master's Dissertation on collaborative structures in corporate-startup collaborations (Grade: A+).