



## BuildDirection

BuildDirection is a consultancy founded and led by Tina Snedker Kristensen.

In my work, I operate at the intersection of strategy, branding and sustainability initiatives, with the market as a guiding reference point.



## Branding Strategy

I work with branding strategy as a strategic foundation for a company's development and market positioning.

In my work, the focus is on creating clarity regarding positioning, relevance and priorities – internally within the organisation and externally in the market.

## Cross-border Positioning

I work with cross-border positioning in organisations operating across markets and national contexts.

I am based in Denmark and have particular experience from Germany, Scandinavia and

## Sustainability Strategy

I work with sustainability strategy as an integrated part of the company's overall strategic framework.

In my work, the focus is on creating structure, direction and alignment in sustainability initiatives, ensuring they can be documented, communicated and applied strategically.

Northern Europe, where national differences influence how branding and sustainability are understood, applied and communicated.

## The work typically takes its starting point in:

- the need for a clearer strategic direction
- the ambition to create stronger consistency between strategy, communication and market presence
- the need to strengthen the brand's role as a decision-making and leadership tool

## The work includes, among other things:

- clarification of ambitions and strategic choices
- alignment between sustainability, documentation and market positioning
- anchoring sustainability as a strategic discipline rather than a parallel initiative

## Experience and Results

I have more than 30 years of experience in marketing, communication and branding, including 27 years at Troldekt, where I was responsible for establishing and developing the marketing, communication and sustainability functions.

In my work, I have led or contributed centrally to strategic initiatives that have resulted in a number of national and international recognitions, including:

- ESG Transparency Award 2025/2026 - Excellence for ESG Report 2024
- Deutscher Nachhaltigkeitspreis - Design 2022
- HRH Crown Prince Frederik International Business Award - Green Solutions 2022
- Architects' Darling - Germany 2021
- UN Global Compact Network Denmark - Best CSR Report (SME category)
- DI (Confederation of Danish Industry) Award for Green Transition 2020
- CSR Award Denmark 2014

## Collaboration

As an independent consultant, you work directly with me as your strategic advisor and sparring partner. This ensures close dialogue, strong professional insight and a flexible approach, where the work is tailored to your situation, ambitions and markets.

When an assignment requires deeper techni-

cal insight or specialised analysis, I collaborate with experienced technical specialists.

All assignments are tailored to the specific organisation, the task and the strategic objectives.