

Steffen Damgaard Davidsen

Director of Business Development & Analytics

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SUMMARY

Analytics and AI leader with over a decade of experience turning data into decisions — and ideas into working software. As Director of Business Development & Analytics at HAY, I own the AI and automation agenda alongside the BI function, reporting into senior leadership. I build a prioritised, value-driven AI portfolio, set direction and responsible AI governance, and drive adoption across functions — pairing strong commercial sense with a genuine builder's mindset: I prototype AI tools myself and grow the people around me. I am at my best where strategy, technology and people meet.

EXPERIENCE

Director of Business Development & Analytics HAY Aps

Jan 2026 – Present
Horsens, Denmark

- Lead the AI & automation agenda — building a prioritised, value-driven portfolio and prototyping applications through AI-assisted (“vibe”) development.
- Set direction and responsible AI governance; drive adoption and measure value realisation across teams.
- Delivered an in-house agentic “Order Handler” that removes ~30% of manual order-handling work — freeing the team to focus on customers, with fewer errors too.
- Lead a team of eight across BI and analytics; partner with the CEO, senior leadership and the Board on strategy and reporting.
- Champion agentic workflows to scale output without scaling headcount.

Director, Analytics and Strategy HAY Aps

Jun 2024 – Dec 2025
Horsens, Denmark

- Led and mentored the BI team and embedded analytics into strategic decision-making.
- Drove strategy sessions with the CEO and senior leadership to align departmental goals with business objectives.
- Developed and refined pricing strategies in response to market trends and company goals.
- Managed and prioritised cross-functional strategic projects and delivered reporting for the Board.

Head of Data and Analytics HAY Aps

Dec 2019 – Jun 2024
Horsens, Denmark

- Led a team of nine master data controllers and BI developers.
- Built a new Azure data warehouse (Azure SQL + Analysis Services, tabular) and a new Power BI portal.
- Automated pricing, controlling and master data processes, and drove the data workstream of a company-wide ERP implementation.



KEY ACHIEVEMENTS

- **Owns the AI agenda & portfolio**
End-to-end adoption of AI across the business.
- **Responsible AI governance**
Frameworks & principles for safe, scalable use.
- **Order Handler — ~30% of manual work removed**
Frees the team to focus on customers.
- **Automated core processes**
Pricing, controlling & master data.
- **Built the data platform from scratch**
Azure DWH + Power BI powering decisions.

SKILLS

AI & AUTOMATION

Claude Code, GPT, Gemini, agentic workflows, applied vibe coding

DATA & CLOUD

Azure SQL, SSAS / tabular, Power BI, SQL, DAX, Python

LEADERSHIP

Team building, stakeholder management, AI governance, adoption & change, roadmapping

LEADERSHIP & COURSES

Accelerate Leadership Program

6-month group programme · USA module

Mini MBA in Leadership

EXPERIENCE (CONTINUED)

Business Intelligence Developer

Nov 2018 – Dec 2019

TAJCO Group A/S

Vejle, Denmark

- Modernised the data warehouse and BI portal, building tabular instances and a new front-end.
- Project lead on automating production planning at factories in Ningbo (China) and Malacky (Slovakia).

Business Intelligence Consultant

Jul 2017 – Oct 2018

Jysk Fynske Medier

Odense, Denmark

- Built and maintained SQL reporting and analytics models supporting editorial and commercial decisions.

Data Analyst

May 2016 – Jun 2017

Unifeeder A/S

Aarhus, Denmark

- Built analyses in IBM Cognos (Performance Management), advised departments on ad hoc analysis (Excel Power Pivot/Query) and chaired KPI meetings.

Business Intelligence Assistant

Jan 2014 – Apr 2016

Skanderborg Kommune

Skanderborg, Denmark

- Supported data analysis and reporting across municipal departments.

EDUCATION

MSc in Economics (cand.oecon.), Macroeconomics

2011 – 2016

Aarhus University

Aarhus, Denmark

Upper Secondary Education (STX)

2006 – 2009

Statsskolen i Sønderborg

Sønderborg, Denmark

THOUGHT LEADERSHIP & SPEAKING

- Host frequent AI sessions for business teams and larger audiences — practical use of AI to optimise everyday work, and idea exchange to shape new projects.
- Translate complex AI and data topics into clear, accessible guidance for non-technical teams.
- Advocate for pragmatic, responsible AI adoption across the organisation.

LANGUAGES

Danish — Native

English — Fluent (professional)

INTERESTS

- Dad to an 8-year-old — and bonus dad to a 7-year-old boy and a 4-year-old girl
- Football & padel
- Acoustic guitar (25+ yrs)
- Reading & podcasts