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Oslo, 0572, Norway

PERSONAL DETAILS

Date of birth

23 Sep 1994

Nationality

Norwegian

SOCIAL MEDIA

LinkedIn:

<https://www.linkedin.com/in/peter-gorbitz/>

SKILLS

Marketing & Communications

Business Development

GTM Strategy

Hubspot

Inbound Lead Generation

Content Production

LANGUAGES

Norwegian

English

Italian

German

HOBBIES

Cross-country skiing, cycling, concerts

DRIVING LICENSE

Driving license category

Category B

PETER ANDREAS PRYDZ GØRBITZ

HEAD OF MARKETING & COMMUNICATIONS

ABOUT ME

With more than 10 years of experience from Marketing, Communications, Journalism and Business Development, I bring a unique blend of entrepreneurial spirit, a creative mind and relentless drive. Fast-paced & growing tech-companies is where I believe that I will deliver my best work.

WORK EXPERIENCE

Head of Marketing & Communications

Heimdall Power / Oslo / Sep 2022 - Present

Norwegian Scale-up, selling a combination of SaaS and Hardware solutions for monitoring of high voltage power lines across the globe.

- Started as the only marketing person. Have built a global team of 3 people + freelancers that is working very well together.
- Generated more than 250% increase in inbound leads, and more importantly - some of the company's biggest deals have been initiated directly from marketing activities.
- Created incredible growth for the company in social media, and obtained global media coverage in outlets like Forbes, Wall Street Journal, The Economist and nationwide U.S. television.

Business Developer Digital Services

ABB / Oslo / Mar 2022 - Sep 2022

Internationally renowned electrification and automation company.

- Developing, selling and scaling new SaaS solutions for customers mainly within the energy sector.

Project Leader

Smart Innovation Norway / Oslo / Feb 2021 - Mar 2022

Norwegian Innovation company, specialized in R&D and EU-projects.

- Leader for innovation projects, facilitating for collaboration between cluster members.
- Applying for governmental funding schemes and selling cluster memberships.

Social Media Manager

NTNU / Trondheim / May 2018 - Dec 2020

- Leading a team of six other students from different fields of study.
- Initiated and completed multiple successful campaigns in Social Media.

Journalist/Editor

Landevei & Landevei.no / Jul 2013 - Feb 2021

Norway's leading website and magazine for cycling

- Served as website Editor, managing 7 freelancers, for 1,5 year.
- Weekly production of editorial content, podcasts, videos, etc.
- Drove significant growth for Landevei across social media platforms.

EDUCATION

MSc Industrial Economics and Technology Management

NTNU / Trondheim / 2020

- Specialized within Innovation and Entrepreneurship.
- Master thesis about CVC investments in technology start-ups.
- Exchange semester at University of Bologna in spring 2019, courses in English and Italian.

Informatics (one-year program)

University of Oslo / Oslo / 2021

- Learned Python, UX/UI-design and basic IT-security.
- Backup plan when my planned stay with Innovation Norway in New York fell through due to COVID-19.
- Stopped when starting full-time work at Smart Innovation Norway.