

# Carsten Corneliusen

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Carsten Corneliusen is primarily known and recognized as a business strategist doing research and analysis in digital media & ICT-technologies, i.e. broadcast, network infrastructures and CE devices. He also lectures at educational institutions, as well as giving keynote speeches and presentations.

Since 2002 he has maintained the website **strategix.dk** as a personal think-tank dedicated to digital and future technologies and its impact on society, organizations and individuals. The website is recently redesigned to the present [4th] version.



Over the years he has written a number of articles and books on various subjects concerning the digital paradigm. He is the author of the recent e-book "The Future Is A Mindset – Not A Product" (2019) and the books "Digital Deconstruction" (2015), and "In tune with the future" (2004) and "Fra Kaos til ny orden? – e-anything" (2000). He wrote a white paper "Future Radio is not Wireless" (2003), as well as numerous articles and reports on broadband technologies, e.g. "Time & Space" (2001) and "Rapporten: Digitale Medier" (1998). He also published two abstracts: "Mennesker og teknologi" (2003) and "Homo sapiens digitalis" (2004) as part of a *virtual book concept* on his website.

From 2001 he became strategy adviser for the national public service **Danish Broadcasting Corporation (DR)**. In 2003-2005 he was Managing Director for Nordic Radio Digital Initiative on behalf of the Nordic public service and commercial DAB radio broadcasters. In 2006-2009 he was the spokesperson for the national public service broadcasters' introduction of the Danish digital terrestrial television multiplex system (DIGI-TV). From 2010-2014 he was special adviser to the Director Generals Office and in charge of DR's distribution strategy and the company's Industry Relations.

In 1994 he founded **Creative Network A/S** – a business consultancy focusing on the emerging convergence between telecommunications, the internet and electronic media. In 1995 he also founded, published and edited **MediaWatch**, the first ever Danish newsletter about the digital convergence. The newsletter was sold off in 1999 and is today a mainstream electronic media owned by the major Danish newspaper JP/Politiken.

Personal consultancy tasks during Creative Network included Managing Director for NetMedia Technologies A/S developing business and sales strategies for internet-based technology; and a business plan for Pay Per View Danmark A/S to introduce the Danish pay TV channel TVbio.

In 1994 he advised on project development of "The Electronic Marketplace" for Copenhagen Cultural Capital 1996 Consortia. He was also appointed as a special adviser to the Mongolian

government acting as a consultant for Asia-Pacific Telecommunity (UNDP & World Bank) to prepare new telecommunication legislation in Mongolia in late 1994. Early 1995 he had a consultant agreement with CNN International & Turner Broadcast System to establish cable carriage in Denmark.

During 1995-1996 he was a consultant to the South African/Dutch digital satellite television group Nethold (Netherlands) and their subsidiary MultiChoice (Sweden). The assignment was based out of London with Nethold Electronic Media that was the responsible business unit for acquisition of radio and television services onto the satellite platform in the Nordic and Central European region.

In all 1997 he edited the newsletter "Outside TV2" exclusively for the management team in Danish public service broadcaster TV 2 | Danmark A/S. In 1998 he further created and edited the newsletter "Intelligence in Telecom" for EMC Computer Systems, as well as designing and implementing their Intranet website. During 1999 and 2000 he was the CEO for a start-up company delivering ASP-platforms. And in addition he has been a contributing editor to a variety of international media companies – e.g. Yankee Group (UK), Multimedia Skills Ltd. (UK), Carmel Group (USA), and the Danish affiliate of PwC.

Prior to this, and throughout more than twenty years employment within incumbent national Danish telecommunication company **KTAS/Tele Danmark** (1972-1993), he has worked with the digitization of telecoms, where he held various positions such as Assistant Managing Director, Public Relations Manager and Marketing Manager for the *Business Division*; Director of Business Development and Communications Manager for the *Cable Television Division*; and Public Affairs Manager for the *Values Added Services Division*.

His basic training and education includes computer programming, computer science and network architecture, primarily achieved within the telecom and IT communities (i.e. KTAS, IBM, Ericsson), as well as degrees in business administration from Danish Engineering Postgraduate Education (DIEU) and American Management Association (AMA). He is further a licensed Master Practitioner of NLP Psychology (1996-2001) where he participated in classes of Spiral Dynamics™ Graves Values Model.

Currently he is a board member in Danish Engineering Society (IDA Tele), adviser to the Danish School of Media and Journalism, and a private business consultant.

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