

Margot Roose



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Summary

I don't run on fame and fortune, my driver is impactful reduction of CO2 emissions. I am the missing link between people, projects, companies and governments - on a planet saving mission - TOGETHER.

I have a track record of advising many international green transition projects and lead them to growth, successful sustainability impact, international cooperation and to funding/grants. I love helping companies, municipalities, countries to launch circularity projects and green technologies - IN SCALE. My main strength is the ability to navigate in complex, multi-stakeholder ecosystems and successfully facilitate partnerships.

Experience



Business Development Attache, Baltics & Finland

Embassy of the Netherlands in Estonia

Mar 2016 - Present (6 years 4 months +)

The pioneering position of the Regional Business Developer in the Baltics and Nordic countries facilitates complex/strategic cooperation projects between the Netherlands and Baltic/Nordic region.

The focus areas: smart & sustainable cities, circular economy, renewable energy, sustainable mobility, sustainable building, ICT and health & urban living (creative industries).

- Identifying opportunities in the Nordic/Baltic region for Dutch companies and research organisations.
- Developing structural strategic initiatives - G2G, B2B



Board Member

Eesti 200

Oct 2020 - Present (1 year 9 months +)

In charge of green transition (circular economy, green taxes) topic. Initiator of Estonia's first ever green election campaign (measured reduced footprint).



Managing Partner

Providentiae

2013 - Jul 2016 (3 years 7 months)

Founding partner of an innovative education solutions organisation, specializing in sales, marketing and operations of higher education.

- Responsible for business development, new partnerships, marketing strategies and growth
- Establishing new client relationships, evaluating service needs and negotiating deals



Marketing Manager (Global Partnerships)

Laureate Online Education

Jan 2010 - Oct 2012 (2 years 10 months)

Laureate Education, Inc. is a trusted global leader in providing access to high-quality, innovative institutions of higher education. More than 600,000 students are part of an academic community that spans 28 countries throughout North America, Latin America, Europe, North Africa, Asia and the Middle East.

My responsibilities:

- Lead the creation, development and implementation of a marketing strategy targeting larger organizations/groups globally (US military, Red Cross etc)
- Partnership management – work with the decision makers of partner organizations (negotiations, closing deals)
- Provide creative direction for all marketing and sales activities within channel
- Marketing management in a matrix type multicultural organization
- Budget management and P&L

Senior Consultant, Europe TeamLead

Laureate Online Education

Mar 2007 - Dec 2009 (2 years 10 months)

- Consultative sales of high-end online education products globally (Glion, University of Liverpool)

Sales & Marketing Manager

World Trade Center Tallinn, Estonia

May 2000 - Dec 2005 (5 years 8 months)

- In charge of high occupation rate of (back then) capital's largest business centre (200 companies)
- Set up and ensure profitable operations of WTC Conference Centre

Project Manager

EF Education First

Jan 1998 - May 2000 (2 years 5 months)

- Launched a premium brand language travel product into the Estonian market

Education

University of Liverpool

Master of Business Administration (MBA), International Marketing

2007 - 2010

London School of Journalism

Certificate, General Journalism

2006 - 2006

TalTech – Tallinn University of Technology

Diploma, Business Administration

1995 - 1999



Tallinna Reaalkool

High School

Skills

Coaching • Change Management • Training • Strategic Planning • Project Management • Business Strategy • Team Leadership • Networking • Creative Writing • Entrepreneurship