



Hans-Henrik Sørensen

Global Partner, Head of Manyone Aarhus

Hans-Henrik has 25 years of experience in the design industry. A digital, product and tech savvy design executive, engaged in account direction and solutions management. Hans-Henrik has been working internationally in Europe and Asia, advising clients in business transformation and strategy.

Relevant experience:

2017-present : Danish Design Center, Design Mentor,
2000-2017 : Designit. Managing Director, Partner
Worked to establish the Designit Tokyo office and team

Selected skills

- Client direction
- Business transformation
- Innovation strategy
- Design Management
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Relevant client and projects

NTT DATA (JPN)
AUDI (DE)
1MORE (CHN)
Danske Bank (DK)
Novo Nordisk (DK)
ADEO . Leroy Merlin (FR)



Jonas Smedegaard Buus

Global Partner, Head of Hybrid Branding

Strategic designer, exploring how to apply design thinking to businesses, products and services to deliver innovative solutions with high impact. Cross-disciplinary designer and strategist, leading clients from concept to launch. Comes with a mixed background in design, consultancy and management. Currently leading global projects at Manyone and part of the founding team.

Relevant experience:

Global Partner, Manyone

Board of Directors, Design School Kolding

Design Director, Kontrapunkt

Head of Customer Experience, Danske Bank

Executive Director, Designit

Selected skills

- Strategic branding
- Product development
- Strategy
- Business design
- Concept development

Relevant client and projects

VOLKSWAGEN
TOMTOM
TELENOR
HYUNDAI
NOVO NORDISK
AUDI