

Biographies

Ken Adelson - Senior Vice President of Production, Operations and Planning for NBA Entertainment



Ken Adelson is an award-winning media industry leader and innovator with over 28 years of broadcast and multi-platform digital media expertise in both management and on-air capacities. As Senior Vice President of Production, Operations and Planning for NBA Entertainment, Adelson was instrumental in the NBA's push into digital content creation and distribution. The NBA is a worldwide technology leader providing unique programming to a global audience helping shape the image of the NBA, its teams and players.

Adelson spearheaded the production and operational launch of NBA TV, the first cable/satellite network created by a sports league, and pioneered one of the first all digital newsrooms. Adelson is also expert at leveraging emerging technologies to build and manage production and broadcast infrastructures to achieve outstanding results. He is at the forefront for the design and development of the NBA's ground-breaking integrated digital application, which captures, archives, and makes footage available for search and edit from NBA, WNBA, and D-League games, remote field productions and the NBAE Library.

Adelson has 10 years of on-air broadcast reporting, anchoring and production experience, and is highly regarded for his ability to create compelling content, including feature stories, news reports, and full-length programming. He is in contact with key technology and creative industry leaders at many sports and news organizations, and is committed to playing an integral part in the continued development of the industry through the creation and implementation of unique programming across multiple platforms for numerous new media business endeavors. These evolving applications include, but are not limited to, e-learning, e-commerce, staff training and development, internal corporate communications, press conferences, video news releases and customized live streaming for real time web and wireless communications.

James Appathurai - NATO Spokesman



Career

- NATO Spokesman since 2004
- May 1998 to January 2004 Deputy Head and Senior Planning Officer Policy Planning and Speechwriting Section of the Political Affairs Division NATO August 1994 – March 1993
- May 1998 Policy Officer Department of National Defence Ottawa March 1993
- August 1994 Editorial Assistant Canadian Broadcasting Corporation Toronto

Education

- University of Amsterdam, Department of International Relations, Amsterdam Master of International Relations (cum laude), February 1993.
- University of Toronto, Departments of Political Science and History, Toronto Bachelor of Arts (Honours), September 1991.

Publications

25+ articles and book chapters on security issues, including on NATO, peacekeeping, Euro-Atlantic security, Canada, and regional security cooperation.

Jean-François Bureau - Assistant Secretary General for Public Diplomacy



Jean-François Bureau has been the NATO Assistant Secretary General for Public Diplomacy since September 2007. He was the former Director for Information and Communication at the French Ministry of Defence from 29 July 1998 until 1 August 2007 and the Spokesperson for the Ministry of Defence. He is a graduate of the "Institut d'Etudes Politiques de Paris" (1974) and also has a degree in Political Science (defence and foreign affairs) from the Paris I Pantheon-Sorbonne University (1977). M. Bureau was born on 25 November 1953 in Paris, France. He is married and has three children.

Previous occupations:

1994-1998: Auditor at the "Cour des comptes", in charge of defence affairs and head of the communication unit (1995-1998);
 1991-1994: Head of the press office of the Presidency of the Republic;
 1991: Counsellor of the Minister of Defence for Information and Communication;
 1990-1991: Head of the Information and Public Relations Office (SIRP) of the Ministry of the Interior;
 1989-1990: General Secretary of the Institute for Home Security Studies (IHESI);
 1985-1989: Under-Prefect in a department (Allier), then a region (Centre);
 1983-1985: Counsellor of the Minister of Defence for Parliamentary, Information and Public Relations Affairs;
 1981-1983: Parliamentary Adviser (National Assembly) for defence affairs;
 1978-1981: Research assistant at the Centre for Defence Policy Studies (CEPODE-Paris I Pantheon-Sorbonne University)

Other charges:

Auditor at the "Comité des prix de revient des programmes d'armement" (1996-1998) du Ministère de la Défense)
 Professor at the "Ecole spéciale militaire Saint-Cyr Coëtquidan" (1995-1998) in charge of the course on "Strategy and international relations";
 Professor at the Ecole nationale d'administration (1984-1985) in charge of the seminar "French-German cooperation on defence and security issues";
 Member of the United Nations group of experts (1982-1983) on "The different aspects of the conventional arms race and the disarmament related to these armaments and the armed forces (New York/Geneva)

Publication and reports:

"Defence communication", Défense nationale, May 2003;
 "The French picture of the foreign world", Politique Etrangère, winter 2002-2003;
 "The French military reform: "identity change"", Politique Etrangère, spring 1997;
 "The European moment", Le Débat, September 1985;
 "Decision-making process and arms control in France", in "Decision-making for arms limitation: assessments and prospects", H.G. Brauch and D. Clarke ed, Ballinger, Cambridge (Mass), 1983;
 "Political parties and pacifist contest in Europe", in "Pacifism and deterrence", P. Lellouche ed, IFRI, 1983;



"From the essential equivalence to the balance of forces: the arms control crisis", in "Defence and Security", ARES, 1981;
"The eurostrategic negotiation and NATO", Revue de Défense Nationale, July 1981;
"The establishment of an international fund of disarmament for development", UNIDIR, New York/Geneva, 1979;
"Issues and perspectives of the French-British cooperation in the nuclear military field", Ministry of Defence, Paris, 1979.

Alii:

Chevalier de la Légion d'Honneur (2000);
Chevalier de l'Ordre du Mérite (1990) ;
Officier de l'Ordre du Mérite d'Allemagne fédérale (1986)
Member of the "Institut français des relations internationales" since 1979

Major Hervé Cozette - Deputy Spokesperson KFOR



Maj. Cozette is currently assigned as Media Advisor of the Commanding General of the KFOR Headquarters located in Nantes (France). This is a deployable divisional headquarters that is partly and currently deployed in HQ KFOR in Kosovo since January until August 2008. Maj. Cozette is serving in KFOR Headquarters as Chief Media Brief/Ops and Deputy Spokesperson, and is also in charge of monitoring COMKFOR's Combat Camera Team.

Until 2005 he was assigned in a joint audiovisual unit in the French Ministry of Defense, the Establishment for Communication and Audiovisual Production of Defense (ECPAD), where he served in various positions such as video director / chief of Combat Camera Teams, chief of the department "Means of Production", Producer and deputy commercial director.

During this assignment he had the opportunity to participate to the NATO Military AV Working Group (NMAVWG).

Thomas Dodd – CEO EU Media Business Consulting

Thomas Dodd is a strategic communications consultant and television industry executive. For more than a decade, Thomas has assisted European and U.S. government, as well as private sector clients in developing campaigns in Europe and the Middle East. He's currently CEO of London-based communications consultancy EUMBC Limited. Prior to that he was CEO of the 24-hour business news channel CNBC Nordic. Between 1992 and 1994 Thomas was Head of News at TV3 Broadcasting Ltd. in London.

Thomas is a regular feature contributor to Jane's Defence Weekly. In addition to training as a journalist, Thomas holds a Master's Degree in Politics from the University of Essex in the United Kingdom. He has also undertaken business studies at Copenhagen Business School and at INSEAD, France. Thomas resides outside London in the UK.

Lt. Gen. Karl W. Eikenberry – Deputy Chairman of the Military Committee



Lieutenant General Karl Eikenberry is the Deputy Chairman of the North Atlantic Treaty Organization (NATO) Military Committee in Brussels, Belgium. His previous assignment was Commander of the Combined Forces Command – Afghanistan.

His operational posts include service as commander and staff officer with mechanized, light, airborne, and ranger infantry units in the continental United States, Hawaii, Korea, and Italy.



He has served in various strategy, policy, and political-military positions, including Director for Strategic Planning and Policy for U.S. Pacific Command; U.S. Security Coordinator and Chief of the Office of Military Cooperation in Kabul, Afghanistan; Assistant Army and later Defense Attaché at the United States Embassy in Beijing, China; Senior Country Director for China, Taiwan, Hong Kong and Mongolia in the Office of the Secretary of Defense; and Deputy Director for Strategy, Plans, and Policy on the Army Staff.

He is a graduate of the U.S. Military Academy, has earned master's degrees from Harvard University in East Asian Studies and Stanford University in Political Science, and was a National Security Fellow at the Kennedy School of Government at Harvard. He earned an Interpreter's Certificate in Mandarin Chinese from the British Foreign Commonwealth Office while studying at the United Kingdom Ministry of Defence Chinese Language School in Hong Kong and he has an Advanced Degree in Chinese History from Nanjing University in the People's Republic of China.

His military awards and decorations include the Defense Distinguished and Superior Service Medals, Legion of Merit, Bronze Star, Ranger Tab, Combat and Expert Infantryman badges, and master parachutist wings. He has received the Department of State Meritorious and Superior Honor Awards, Director of Central Intelligence Award, Canadian Meritorious Service Cross, Czech Republic Meritorious Cross, Hungarian Alliance Medal, French Legion of Honor, and Afghanistan's Ghazi Amir Amanullah Khan and Akbar Khan Medals.

He has published numerous articles on U.S. military training, tactics, and strategy, on Chinese ancient military history, and on Asia-Pacific security issues. He was previously the president of the Foreign Area Officers Association and is a member of the Council on Foreign Relations. He has a commercial pilot's license and instrument rating, and also enjoys sailing and scuba diving. He is married to Ching Eikenberry.

Felice Hawley - Award Winning TV News Producer



Felice is a versatile editor, writer and broadcaster with in-depth experience of economic and business news. During a 15-year career at CNN, she helped create and then produce "World Business Today", the award-winning, live, daily, half-hour financial and business news programme on CNN International. Moving from TV news to text, Felice became Managing Editor of Hoover's Online Europe, responsible for a team of business journalists and all online editorial content on the business information service. She now edits, writes,

trains and consults for a range of clients.

Minister of Defence H.E. Søren Gade – Danish Minister of Defence since 24th April 2004.



Søren Gade has been the Danish Minister of Defence since 24th April 2004. He has been a member of the Danish Parliament, The Folketing for The Liberal Party in Ringkøbing County constituency since 20th November 2001. He was the Deputy Chairman of the Defence Committee of the Folketing until appointed Minister of Defence.

He was born on 27th January 1963 in Holstebro.

Søren Gade has a Master of Science in Economics from Aarhus University and also completed the IAA Diploma Course at the Danish School of Advertising 1999. He was employed as International Market Analyst at Cheminova Agro A/S 1991-1993, Manager at Bilka 1993-1995, teacher at evening classes at Holstebro Business College 1997-1998, Chief Operating Finance Officer at Færch Plast A/S 1995-2001 and Head of Centre at RAR Regnskabscenter from 1st March 2001 to 23rd April 2004.

Teddy Gerberg - Executive Producer of www.natochannel.tv



Teddy is the current Managing Director and Executive Producer for the Royal Danish Defence Media Centre in Copenhagen and Executive Producer of www.natochannel.tv.

He has worked with the Danish Defence Information and Security for more than 15 years in roles varying from Executive Producer to Managing Director. He has worked in more than 50 countries worldwide, including Iraq, Kuwait, UEA and Jordan. Furthermore, he has been the Danish representative in the NATO

Military Audiovisual Working Group for 10 years.

Teddy has produced more than 1000 TV programs, in various genres, for the Danish TV market, which have been broadcast on all national television channel—including approx. 150 commercials.

Internationally, he has co-produced on Discovery Channel. He worked as the Executive Producer on 5 feature films – two of them for the international market and sold in 35 countries. During 1993 - 2000 he was CEO at one of the most expansive film and television production companies in Denmark.

Teddy conceived and implemented the first web-TV station in Denmark (1999) – a service still up and running (www.forsvarskanalen.dk). He studied law at Copenhagen University for 3 years, and attended the Royal Danish Naval Academy in 1983. In 1994, he completed a Diploma Degree from UCLA (University College Los Angeles) in Film & Television Production and Management. He also has several certified MBA certificates from Henley Management College, UK.

H.E. Per Poulsen-Hansen – Danish Ambassador to NATO



Born in Copenhagen on 14 Sep. 1946

1967 Lieutenant, Danish Army (language specialist – Russian)

1970 Bachelor degree in Russian, University of Copenhagen

1973 First Lieutenant, Danish Army

1973 Master of Laws and Arts, University of Copenhagen

1973 – 75 Secretary at the Ministry of Foreign Affairs

1976 – 79 Second Secretary, Royal Danish Embassy, Moscow

1979 – 81 Personal Assistant to the Permanent Under-Secretary of the Ministry of Foreign Affairs

1981 – 84 Head of Section at the Ministry of Foreign Affairs (Soviet and Eastern European Department)

1984 – 86 First Secretary, Royal Danish Embassy, London

1986 – 87 Counsellor and Deputy Head of Mission, Royal Danish Embassy, London

1987 – 91 Head of NATO and Security Policy Department, Ministry of Foreign Affairs

1991 – 93 Ambassador to Czechoslovakia, from 1993 accreditation in the Czech Republic and the Slovak Republic

1994 – 99 Under-Secretary, Political Director, Ministry of Foreign Affairs

1999 – 03 Assistant Secretary of State, Ambassador, Prime Minister's Office

2003- Permanent Representative of Denmark to NATO, Brussels, Belgium

Commander, 1st Class, of the Order of the Dannebrog

Member of the Danish Defence Commissions of 1988 and 1997, member of the Interministerial Contact Group for Security Policy 1987-91, member of the Government's Commission on Security and Disarmament (SNU), 1988-91, member of the Board of the Danish Institute of International Affairs from 1995-1999.

Married, 3 daughters.

Michele Romaine, Director of Avid Worldwide Consulting



Michele Romaine is one of the leading strategic thinkers in the media industry. She has spent twelve years introducing innovation through technology, business processes, and cultural change. Prior to joining Avid, Ms Romaine was the Director of Production Modernization for the BBC, and Media Partner at the UK-based Langsdale Crook consultancy. A background in journalism, she launched BBC News 24 and pioneered digital production and media asset management across the organisation. Other work has included strategic resource planning and production costing as well High Definition development.

Romina Rosado – Global Head of Marketing, The NewsMarket



Romina Rosado is Global Head of Marketing for The NewsMarket, Inc. She is based at the New York headquarters and travels frequently to the London office.

The NewsMarket (www.thenewsmarket.com) is the leading platform for global brands to market and deliver their video to all their audiences. The company enables corporations, government and non-profit organization to easily share their video content with the media, consumers, online communities and other audiences globally. The company's media site (www.thenewsmarket.com) is used by more than 16,000 media outlets in 193 countries to view and order free news video to use in their programming.

Romina spent her childhood in Germany and has worked in the marketing and public relations industries in Europe, the Middle East and the U.S. for the past 10 years. Her particular area of expertise is global issue management and she has advised organizations including the IMF, World Bank, the U.S. Department of State, UNICEF and Google, amongst others.

In 2006, Romina headed up The NewsMarket's award-winning campaign for George Clooney to increase awareness about the conflict in Darfur, Sudan.

Prior to that she worked with Publicist and the European Central Bank on the largest public information campaign to date, the introduction of the EURO, and was a finalist at the prestigious "The New York Festivals".

At The NewsMarket, Romina heads up the company's global marketing efforts and product development.

Romina holds a bachelor's degree in political science and an M.A. in communications from Universitas Nebrissensis (Madrid, Spain). She speaks four languages and is learning Arabic and Italian. Romina was selected as one of "40 under 40" by PR Week US in December '07.

Euan Semple – Independent Advisor on Social Computing



Euan Semple is an independent advisor on social computing for business. He is a well known writer, thinker and public speaker on the subject Euan pioneered the use of weblogs, wikis and online forums while at the BBC and his work there continues to enable staff to work more effectively and more collaboratively across the entire organisation. While at the BBC Euan also worked on their award winning leadership programme and gained unparalleled experience in how to engage and inspire people with the possibilities of social computing as a business tool.

As a frequent speaker and author on social computing topics, Euan has presented at many industry events including ix 2006 in Singapore, KM World in California, Reboot 8.0 in Denmark, EU eLearning Conference in Finland and UpFing '06 in France. Euan has been the subject of articles in Information World Review, Inside Knowledge, KM World and Computing. His work has been covered by The Guardian, The Economist, and The Financial Times, and he has been interviewed for BBC Radio Five. His unique experience enables him to provide

inspiration on this wired-up world of work and strategies for how businesses can prepare themselves for the challenges and the opportunities these new technologies represent and in recognition of his many accomplishments he was voted Information Professional of the Year (2005) by Information World Review. He is connected to the most influential movers and shakers of the Internet, and his workshops, which have been described as "inspirational," have already been experienced by many diverse audiences worldwide.

Graeme Smith – Journalist for Globe and Mail



Graeme Smith is currently deployed in Afghanistan. He has been working from Kandahar since mid-2006. He currently produces an on-line research project for the Globe and Mail called, "Talking to the Taliban," <http://www.theglobeandmail.com/talkingtothetaliban> which features interviews with insurgent groups in five districts in Afghanistan.

Graeme Smith has devoted more time to southern Afghanistan than any other Western journalist, since the arrival of NATO forces in that region. He attended Ryerson University's journalism program from 1997 to 2001; during two of those years he interned at the Toronto Star. Hired by The Globe and Mail in 2001, he was assigned to the Winnipeg bureau in 2003 and named Moscow Bureau Chief in 2005. The war in southern Afghanistan became his full-time project in mid-2006, and will likely remain so until mid-2009.

His awards include the Canadian Association of Journalists' prize for investigative reporting; the Edward Goff Penny Memorial Prize; the Amnesty International award for Canadian print journalism; a National Newspaper Award for international reporting; and the 2007 Michener Award.

Vaughn Smith – Frontline Founder



Vaughn Smith is a news pioneer who founded the Frontline Club in London in 2003 as an institution to champion independent journalism and promote better understanding of international coverage.

He has been pushing the boundaries in independent frontline journalism since the first Gulf War.

During the 1990s Vaughan worked as an award-winning independent cameraman and video news journalist covering wars and conflict in Iraq, Afghanistan, Bosnia, Chechnya, Kosovo and elsewhere.

During that time he also ran Frontline Television News, an agency set up to represent the interests of young journalists who wanted to push the envelope of their profession.

During those turbulent years, which began with the fall of Communism and lasted until 9/11, Frontline freelancers captured some of the best footage to be had around the world, especially from conflict zones.

Vaughn himself filmed the only uncontrolled footage of the First Gulf war, after he bluffed his way into an active-duty unit while disguised as a British Army officer.

The risks that Frontline journalists took were great and eight members or former members were killed while working in the field. The Frontline Club is dedicated to their memory.

Vaughn, himself, was shot twice but escaped both times with light injuries.

The workings of Frontline Television News captured the imagination of a generation of young freelancers. Its history has recently been enshrined in a book "Frontline: The True Story of the British Mavericks who Changed the Face of War Reporting," by David Loyn of the BBC.



During Vaughan's time as a freelance he worked for many of the world's leading television stations and became an expert on and advocator of greater support for freelances operating in war zones. He has worked as an instructor on journalist safety programmes.

As a freelance cameraman Vaughan won, either individually or as part of a team, 19 news awards.

Prior to the setting up Frontline, Vaughan was briefly a microlight test pilot and cameraman.

Before that he was an officer in the British Army's Grenadier Guards, serving in Northern Ireland, Cyprus and Germany. He captained the British Army shooting team and won the inter-army rifle shooting championship.

Vaughan also owns and runs a farm in eastern England, which provides organic ingredients for the Frontline Restaurant.

As the manager of Frontline, he is in charge of the management of a three million pound business, and employs more than 40 people.

His live blogging has just earned him a nomination for the 'Guardian Media innovation award'. His blog can be found online at www.fromthefrontline.co.uk

Antonella Cerasino – Head of NATO Countries Section, Public Diplomacy Division

Antonella Cerasino has been working as Head of the NATO Countries Section in the Public Diplomacy Division since October 2007. In this role she heads a team of information officers who organise and sponsor events to communicate on NATO's policies, agenda and values.

Prior to this, she was Spokesperson of the OSCE Mission to Croatia (2005-2007) and Team Leader of an EU sponsored Information and Communication Project on the Western Balkans, stationed in Sarajevo (2002-2004).

Previously she worked in Brussels and the former Soviet Union in EU sponsored projects focusing on communicating EU policy towards the region.

In addition to Italian, her mother tongue, she speaks English, French, Portuguese, Croatian and Russian.

She was born in 1969 in Ostuni, Italy. She graduated in English and Russian from the Faculty of Foreign Languages at Bari University and afterwards attended two master courses in international politics at LUISS University in Rome and the ULB in Brussels.

Dr. Gerlinde Niehus – Head of Publications & Exhibits Section, Public Diplomacy Division

Gerlinde Niehus is in charge of NATO's PDD's Publications and Exhibit Section, which focuses on corporate communications: publishing in video / web and other formats, marketing and identity.

Previously, she worked at the European Commission where she built-up the information and communications programme EU - NIS (Newly Independent States) and, in a further assignment, developed a communications strategy for the European Commission's Directorate General for Information Society.

She has worked on policy analysis focusing on international relations and development cooperation and also managed education and training programmes (for a German foundation) with partners in Central and Eastern Europe, and the NIS.



She began her professional career as TV and radio editor for public broadcasters in Germany (WDR and Deutschlandfunk).

Gerlinde has a PhD in International Relations from Muenster University, Germany.

Chris Riley – Strategic Director, Media Operations Centre (MOC), NATO Press & Media, Public Diplomacy Division

Chris Riley is a former British Army Officer in the Parachute Regiment. He spent 10 years in the service, including operational tours of duty in Northern Ireland and Bosnia where he was Media Spokesman for the NATO-led Stabilisation Force.

In 1998, he joined the Office of the High Representative, the lead civilian body responsible for implementing the civilian aspects of the Dayton Peace Agreement in Bosnia. In this function, he was head of Press and Media in OHR's southern region in Mostar before becoming the Head of Media Development for OHR in Sarajevo. In this position, Chris was responsible for implementing the international communities' media development strategy to reform the broadcast media and provide a politically impartial Media Regulator.

After 6 years in Bosnia, he moved to Brussels and worked as a Strategic Communications consultant for a commercial public affairs company, where he developed strategic communications plans for a number of high profile commercial clients.

In 2004, Chris joined The Asia Foundation in Kabul, where he designed and helped to establish the JEMB Media Commission for the 2004 Presidential Elections.

After working briefly to design a media operation function for the office of the Prime Minister in Kosovo, Chris joined NATO HQ as a Press Officer responsible for NATO's engagement in Afghanistan. He has led the Afghanistan Media Operations Centre at NATO HQ since June 2006.

Chris Scheurweghs – Head of NATO Integrated Data Service, Public Diplomacy Division

Chris Scheurweghs is in charge of PDD's Integrated Data Service, which manages all digital-related material published on the NATO Web site. This includes editorial, graphical and audio-visual products & content management components.

Over the years, Chris has overseen the creation of the several audio-visual programmes such as video interviews and lectures. He has also spearheaded projects on Digital Asset Management and Web Content Management and is responsible for the NATO Media Library.

He is currently leading the operational coordination of the recently established NATO Web TV Channel.

David Heathfield – Reporter for the NATO TV Channel

David Heathfield has previously worked as Media Trainer and Video journalist on several large NATO and Royal Navy exercises. He has also freelanced as a Video journalist for the Press Association and Hayters sports newswire.

As a NATO Reporter, he was sent to Kabul to launch the NATO TV Channel. He spent two months in Kabul reporting for the NATO TV Channel on everything from the landmine problem to boxing clubs.

David has a Bachelors degree in Modern History from the University of Nottingham and a Master of Arts with distinction in Broadcast Journalism from the University of Westminster

Thomas Jerichow – Head Editor for the NATO Channel, Royal Danish Defence Media Centre



Thomas Jerichow trained and served as officer with The Royal Lifeguards in Copenhagen before attending the Danish School of Journalism. After further studies at the University of Copenhagen and the London School of Economics and working at various newspapers, he joined the Danish Armed Forces TV in the mid nineties covering conflicts worldwide for military media. He has served in press and media functions with SFOR in Bosnia, DANCON in Iraq and ISAF in Afghanistan.

Lt. Col. Lennie Fredskov Hansen —Director of Strategic Communication for the Chief of Defence Staff



Since 2006, Lieutenant Colonel Lennie Fredskov Hansen has been the Director of Strategic Communication for the Chief of Defence Staff as well as acting Spokesman for the Danish Defence.

Lennie started his military career in 1985. He was educated as a Military interpreter in Russian studies. In 1988 he was promoted to 1st Lieutenant in the Royal Guards Regiment, where he then advanced to Company Commander.

In 1992, he was stationed as part of the UNPROFOR force in Croatia.

Upon his return from Croatia, he joined the Junior Staff Course in 1993 and after that he went on to the General Staff Course in 1999.

In 1999-2001, he joined the Ministry of Defence's International Department and from 2001-2004. He moved to the Army General Staff College, where he taught a course in tactics and intelligence.

In 2004-2006 he joined the Danish Prime Ministers Office as Senior Foreign, Security and Defence Adviser and in 2006 he moved on to take up his duties as Director of Strategic Communication for the Chief of Defence Staff.

Through out his long career he has been integral part of the Danish Defence Ministry, the Prime Ministers cabinet and the Danish Military.