

Anita Krogsøe Skou  
Digital Business Developer  
Department of Business Development and Technology  
**Type of address: Postal address.**  
Birk Centerpark 15  
8001, Innovatorium, Project office  
7400  
Herning  
Denmark  
**Email:** anita.krogsøe@btech.au.dk  
**Mobile:** +4593521636



## Qualifications

Master of Science (MSc) in Engineering (Technology Based Business Development), Business Model Innovation:  
Ridesharing for commuters, Aarhus BSS  
31 Aug 2015 → 21 Sept 2017  
Award Date: 21 Sept 2017  
Industrial Designer, Brand Management, TEKO, Birk Centerpark 5  
1 Jan 2001 → 22 Jan 2005  
Award Date: 22 Jan 2005

## Employment

**Digital Business Developer**  
Department of Business Development and Technology  
Aarhus University  
Herning, Denmark  
5 Jun 2020 → present

**SharePoint Consultant**  
Vestas Wind Systems AS  
Aarhus N, Denmark  
18 Nov 2015 → 28 Feb 2017

**Digital Strategy Consultant**  
Freelance  
Denmark  
1 Sept 2011 → 30 Jun 2015

**Communication and digital marketing**  
Osteoporoseforeningen  
4 Jan 2010 → 31 Aug 2011

**Marketing Coordinator**  
Insights Denmark  
Denmark  
1 May 2009 → 31 Oct 2009

**Network Coordinator**  
Executive Business Network (WOW Exenet)  
Aarhus, Denmark  
2 Jan 2007 → 30 Apr 2009

**Communication employee**  
Århus Festuge  
Århus, Denmark  
10 Apr 2006 → 7 Oct 2006

## Current projects

### 1. **CyPro**

Presser, M., CoPI, Department of Business Development and Technology  
Skou, A. K., Project manager, Department of Business Development and Technology  
Pop, M., CoPI, Department of Business Development and Technology  
01/09/2022 → 31/12/2025

Collaborators Task Force, Danish Advanced Manufacturing and Research Centre (DAMRC), UGLA

### 2. **DIGIB2B**

DigiB2B-projektet vil øge anvendelsen af digitale forretningsmodeller blandt danske B2B-virksomheder inden for fremstillingsindustrien. Det skal ske ved at skabe et generisk værktøj, som strategisk kan understøtte transitionen mod en øget digitalisering. Projektet har til formål at skabe en bevidsthed om, at virksomheder i målgruppen ikke skal lade sig begrænse af manglende medarbejderkompetencer eller IT-ressourcer i forhold til at realisere potentialet i en øget digitalisering. Målgruppen for projektet er mindre og mellemstore produktionsvirksomheder, der opererer på B2B-markedet. Projektet vil, i forhold til digitalisering af forretningsmodeller, favne bredt, idet der vil være fokus på både virksomheder, der har påbegyndt bevægelsen mod en digital forretningsmodel, virksomheder der har besluttet sig for at gå den vej og virksomheder, der har et ikke-erkendt men latent potentiale.

Skou, A. K., Participant, Department of Business Development and Technology  
Goduscheit, R. C., Award holder, University of Southern Denmark (SDU)  
Aagaard, A., Project manager, Department of Business Development and Technology  
01/01/2018 → 31/12/2019

Collaborators University of Southern Denmark (SDU), Delendorff Advisory, FORCE Technology, Tænk tanken DEA, Lifestyle & Design Cluster

### 3. **Digitale Forretningsmodeller til Fremtiden**

Projektet vil styrke danske fremstillingsvirksomheders strategiske arbejde med udvikling af nye digitale forretningsmodeller. Metode: Projektet består af tre hovedaktiviteter, dels med fokus på udvikling, dels med fokus på læring, dels med fokus på spredning og tilgængelighed: 1) Udvikling; Projektet vil udvikle en nyskabende model, som beskriver hvordan data opsamles, bearbejdes og udnyttes med henblik på at forbedre og styre forretningsgange i forhold til kunder samt metoder, som skal sætte virksomhederne i stand til at arbejde strategisk med digitale forretningsmodeller inden for forskellige forretningsområder. Endvidere udvikles konkrete værktøjer, som virksomhederne vil få stillet til rådighed i forbindelse med læringsaktiviteterne og som online selvhjælpsværktøjer. 2) Læringsaktiviteter; Læringsaktiviteterne vil for de 50 virksomheder give dem et overblik over mulighederne i brugen af "smart data" samt metoder og tilhørende værktøjer, som for eksempel et digitalt rutekort og virksomhedsspecifikke udviklingsforslag. For de 150 øvrige virksomheder vil læringsaktiviteterne mere overordnet belyse, hvilke fordele de kan opnå med digitale forretningsmodeller, herunder hvor de konkret kan tage fat. 3) Online udviklingsrum; Der udvikles et online udviklingsrum for digitale forretningsmodeller, hvor selvhjælpsversioner af model, metoder og værktøjer stilles til rådighed for alle interessenter. Værktøjerne kommer til at være generiske og kan anvendes i alle typer af fremstillingsvirksomheder – uden yderligere support.

Skou, A. K., Participant, Department of Business Development and Technology  
Lippert, C., Award holder, Danish Technological Institute  
Aagaard, A., Project manager, Department of Business Development and Technology  
01/01/2018 → 30/06/2020

Collaborators Danish Technological Institute, Aarhus Maskinmesterskole

#### 4. **EU-IoT**

EU-IoT work towards the development of a sustainable and competitive Internet of Things (IoT) ecosystem across the European landscape. The aim is to lower the barriers for adoption and development of IoT-empowered solutions as well as to increase the trust in and acceptance of human-centered IoT technology created in Europe.

The European Commission supports the EU-IoT and actively cooperates with industry, organisations and academic institutions to unleash the potential of the IoT technology across EU Member States and beyond. To carry out the EU-IoT project, the commission has set up a strong consortium consisting of Martel (CH), Intrasoft (LU), Bluspecs (ES), Fortiss (GE) and Aarhus University (DK).

In order to growth the European IoT ecosystem, EU-IoT strives to foster and accelerate business models, innovation activities and skill building, by documenting and sharing European IoT success stories. This, to engage, inspire and educate users and providers of IoT-empowered solutions, thereby lowering the barriers for adoption and development.

Aarhus University leads the documentation of success stories, and therefore seeks enterprises with remarkable IoT use cases, which are interested in representing best practice in the European landscape.

Skou, A. K., Participant, Department of Business Development and Technology  
01/10/2020 → 31/03/2023

Nature of activity type Research

#### 5. **NGI Pointer**

NGI Pointer is an Open Support Programme, which aims to re-invent the Internet for the third millennium and beyond, by cascading funding for the best Internet researchers and innovators to address the technological opportunities arising.

NGI Pointer is a project dedicated to cascade funding to support promising bottom-up projects that are able to build, on top of state-of-the-art research, scalable protocols and tools to assist in the practical transition or migration to new or updated technologies.

The project is a consortium effort led by the Centre for Digital Business Development (DBD) of Aarhus University (DK), responsible for coordination of the overall project and business coaching support to beneficiaries. Further project partners are Linknovate (ES) in charge of architects, experts and mentors scouting, FundingBox (PL) in charge of open calls and community management, and Digital Worx (DE) in charge of technical support to the NGI architects.

The project is part of the Research and Innovation Action of the NGI initiative, funded by The European Commission, which aims to make the future internet more human-centric.

##### Target group

The target group for the project is Next Generation Internet (NGI) architects. These are people with an ambition of changing the Internet and Web with European Values at the core. It may be Researchers, Activists, Open Source, Hackers, SW/HW developers or others, acting on an individual basis or under an established entity.

As a NGI architect, you contribute in shaping the future internet as an interoperable platform ecosystem that embodies the values that Europe holds dear: openness, inclusivity, transparency, privacy, cooperation, and protection of data.

##### Funding

NGI Pointer will fund very open topics around the following specific predefined areas: Privacy-by-design; Internet of Things; Network optimization; Virtualization and isolation; Limitations in the TCP/IP protocol suite; eCommerce security; Autonomous Network operations and control; and Energy Efficiency.

The project has a total budget of 7M€ with 5,6M€ dedicated to cascade funding, where each project can receive up to 200K€. 28 NGI architects will be selected, whom will enter into a 12-month support framework programme, that across different stages will be tailored to the beneficiaries needs.

Join this project! Click on the button below, to initiate the first dialogue with the Centre for Digital Business Development to discuss potential collaboration.

Skou, A. K., PI, Department of Business Development and Technology  
01/01/2020 → 31/12/2022

Keywords Internet

6. **NGI Search**

Presser, M., PI, Department of Business Development and Technology

Madsen, R., Project manager, Department of Business Development and Technology

Pop, M., Participant, Department of Business Development and Technology

Skou, A. K., Participant, Department of Business Development and Technology

01/09/2022 → 31/08/2025

Nature of activity type Research

Collaborators University of Murcia, Funding Box, OW2, Linknovate