

Business Innovation...

Business Optimization...

Business Empowerment...

Unleash The Industrial Value Chain For Competitive Sustainable Business...

Renew**obel** Consult

Making Sustainable Business Competitive

Q2, 2025

Executive Summary

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Executive Summary

Background

Business Innovation...
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Business Empowerment...

Renewobel Consult is on a mission to empower industrial organizations - especially within sustainable energy, electrification and general electronics - to achieve transformative growth by seamlessly bridging technical innovation with commercial strategy. The aim is to bring holistic competences into play on the premise that truly sustainable market growth is achieved through an innovative, optimized and empowered value chain.



Why? The person behind, Thomas Obel Kristensen, explains:

"From vast experience in Sales, R&D and SCM, including 20y in the renewable sector, I often see flaws or misalignments in the value chain impacting time to market, market success and thereby growth – no matter the size of the company. My unique multifaceted insights from most of the value chain can help remedy just that: Tying together complex technical and commercial disciplines, facilitating a successful path to market entry."

If you're looking into e.g. improved market presence, market diversification, growth context for product development, portfolio optimization, partnerships, troubleshooting, situation analysis, project management or other topics along the value chain, - actionable insights, hands-on execution and measurable results are offered.

Executive Summary

Value Proposition

Business Innovation...
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"Bridging technical expertise and commercial acumen to drive impactful results across industrial value chains and into the market."

With extensive experience spanning sales and business development, R&D, product- and project management and SCM, **Renewobel Consult** brings a unique ability to navigate and optimize the industrial value chain. The expertise lies in managing complex projects and driving change and business initiatives, particularly in fields of sustainable energy, electrification and general electronics.

Renewobel Consult specializes in delivering tailored solutions integrating technical innovation with commercial objectives, enabling businesses to achieve growth, efficiency, and long-term sustainability. From crafting new market strategies and building multi-million-Euro pipelines to streamlining operations and fostering cross-functional collaboration, tangible outcomes are ensured that create lasting value.

Renewobel Consult is dedicated to partnering with organizations to address their most critical technical and commercial challenges. Leveraging a holistic understanding of the industrial ecosystem, - actionable insights, hands-on execution, and measurable results are demonstrated.

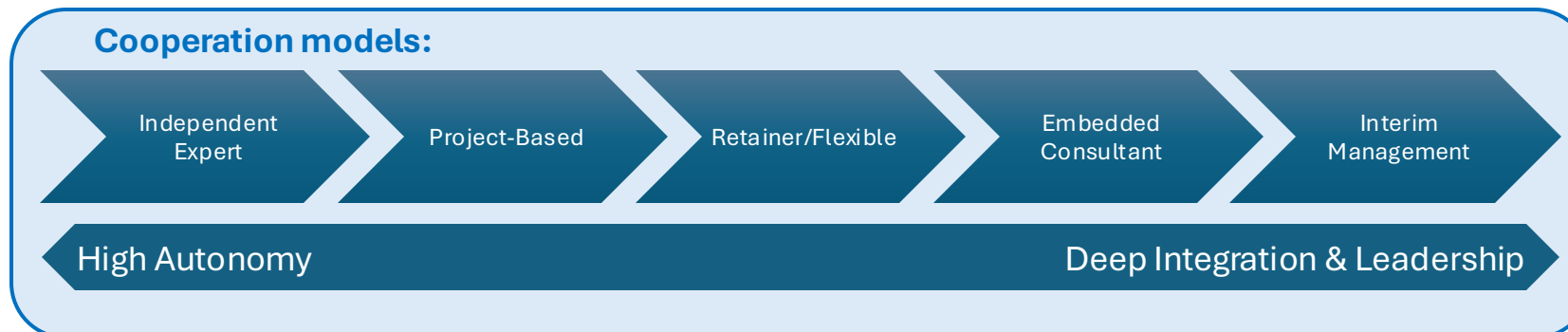
Executive Summary

Business Focus

Business Innovation...
Business Optimization...
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Renewobel Consult offers expertise to safeguard the complex line of activities from idea generation to market entry. Hence a package of technical and commercial skills is offered across domains like e.g. Business Development, Sales, R&D and SCM.

- Scope and content is tailored and proposed around own recommendations and client preferences.
- National and international tasks are accepted in Danish, English and German language.
- Actionable areas can be approached in different cooperation models, dependent on client situation and needs:



Actionable areas and business focus ✓



Executive Summary

The Person Behind - Highlights

"It's important to take part in something purposeful. All of my work life I was internationally active in sustainable areas within electrical energy, general electronics and controls. I thrive on shaping ideas and see them grow, also in a long haul perspective. I respect people I meet and work with, but also competitors, and I strive to achieve mutual beneficial and professional relation- and partnerships."

Education:	Previous employment:	Selected roles:	Product domain knowledge:	Selected combined skills:
• B.Sc.E.E., electronic and electrical engineering • Graduate Diploma in Business Administration, sales and marketing management • Project Management, PRINCE2 certified	• Danfoss Silicon Power (D) • Siemens Gamesa (DK) • Vestas (DK) • Semikron (D) • American Power Conversion (Schneider Electric) (USA) • Block Transformatoren-Elektronik (D)	• Sr. Business Development (market entry) • Country/Regional daughter company sales management. • Sr. KAM • R&D • Solutions Engineering • Project and Product Management • Team lead	• Semiconductor systems and solutions • Wind turbines • UPS • Chargers • Transformers, inductors and power quality • Electrification • Power electronics • Controls • Mechanicals	• 16y technical relational sales/project sales/KAM • 10y R&D, engineering and solutions • 6y project management R&D, SCM • 7y technical strategic sourcing, partnerships and SCM • 8y leadership / mentoring

Case Stories

Business Innovation...
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Case #	Topic	Product Area	Segment
#1	Daughter company start-up	Transformers and Power Quality	General Industry
#2	Development of new business approach	UPS Mission Critical Solutions	Mission Critical Power
#3	Start of new business area	Gravity Foundations	Wind Power
#4	Introduction of integrated product development	WTG Platform/Control Development	Wind Power
#5	Intelligent products, development and diversification	Power Charging	Medical/Rehab
#6	Introduction of PMO function and project quality in R&D department	High Frequency (RF) Amplifiers	Broadband Networks
#7	Rebuilding relations to major key account	Converter Systems	Wind Power
#8	Critical sourcing and capacity agreements	Measurement Systems	Wind Power
#9	Business acquisition under challenging conditions	Bi-Directional Charging	Electrification
#10	Market analysis for new product market entry	Power Charging	Motive & Standby Power

More information and other cases on request. For further details please request the extended slide deck.

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Unleash The Industrial Value Chain For Competitive Sustainable Business...

End of Presentation

Contact information:

Thomas Obel Kristensen

Tel.: +45 22 78 11 59

E-mail: tok@renewobel.com

www: www.renewobel.com

LinkedIn: [linkedin profile](#)