

Nicolai Bækmark Zoffmann

*Senior Innovation Consultant &
Techno-Anthropologist*

Profile

I work at the intersection of strategy, technology, and people. My driving force is the classic innovation challenge: How do you make innovation happen in practice – across organisations, with feet on the ground, and with users at the centre?

Over the past five years, I have coordinated innovation processes in the energy industry – from an international utility company to an agile Danish start-up. My experience ranges from E.ON's Heat-as-a-Service product development to Forsyning Danmark's EU Innovation Fund coordination across authorities, partners, and local communities.

The common thread throughout my career is the ability to translate complex strategic directions into concrete actions through systematic stakeholder involvement and targeted workshops. I have learned that innovation is not created in large meetings, but in small, well-structured sessions where the right knowledge meets at the right time.

My techno-anthropological background gives me a unique starting point for understanding how technology, urban development, and the interests of different actors are woven together into sustainable solutions. I have used Actor-Network Theory to navigate complex stakeholder landscapes – from Samsø's energy transition to Copenhagen's digitalisation strategies.

Successful innovation requires coordination across geography, sectors, and actors. It requires someone who can create structure without stifling creativity, build bridges between technical expertise and strategic direction, and drive progress with respect for consensus culture. This is precisely the role I have filled over the past five years.

Why I am the Right Match

- **Innovation Platform Experience:** Coordinated EU Innovation Fund application with multi-stakeholder collaboration across municipalities, authorities, and technical partners – experience with deep, geographically anchored innovation.
- **Workshop Facilitation as a Core Competence:** 5+ years of experience with Google Sprints, Design Thinking, and targeted facilitation sessions. My approach is 'many small, value-creating workshops' rather than big meetings – it creates consensus and momentum.
- **Interdisciplinary Bridge Builder:** Documented ability to translate between engineers, UX designers, economists, and strategic management. I create a shared language between technical expertise and business direction.
- **Five Years in the Energy Sector:** From E.ON's international structures to Forsyning Danmark's Danish start-up speed. I understand the regulatory complexity of the utility sector and have in-depth insight into district heating, e-mobility, and climate adaptation.
- **Users at the Centre:** Techno-anthropological training in user-centred innovation. I have led field tests, recruitments, interviews, and observation studies – and used the insights to validate concepts before they are scaled.
- **Structure and Progress:** Experience in driving projects from idea to paying customers under time pressure. I create an overview in complexity and ensure that activities lead to concrete results – not just more meetings.

Work Experience

Forsyning Danmark | Head of Markets

January 2023 – September 2025

Agile Danish start-up in the energy industry focusing on innovative district heating and energy storage solutions for consumers, businesses, and municipalities.

- Coordination of EU Innovation Fund application (multi-million euro) – cross-functional stakeholder management with technical, economic, and regulatory validation
- Product development from idea to market-ready solution: Concept validation through field tests, user interviews, and economic modelling
- Facilitating interdisciplinary knowledge sharing between engineers, UX designers, and economists through targeted workshops
- Strategic use of GIS tools (QGIS) for geographical innovation and urban development analysis
- Documentation and communication of results to internal and external partners

E.ON | User-Driven Innovator

August 2018 – September 2021 (3 years)

International energy company focusing on e-mobility, district heating, and sustainable utility solutions.

- Product development of Heat-as-a-Service (HAAS) from idea phase to paying customers – user-driven innovation in practice
- Responsible for Google Sprints and rapid prototyping for e-mobility and heating solutions
- Extensive work with workshops for knowledge sharing: Recruitment, facilitation, and follow-up on user studies
- In-depth e-mobility experience: 3+ years of collaboration with EV charging teams, understanding of infrastructure challenges and charging behaviour
- Integration of frequency and balancing markets in electrified heating and charging infrastructure
- GIS-based competitor analysis and strategic mapping for decision support

ALDI | Data & Analytics Business Partner

January 2021 – September 2023 (overlap with E.ON)

- Translation between international standards and Danish market pragmatism – interdisciplinary bridge builder
- Facilitating value-creating compromises through structured process coordination
- Teaming in a newly started analytics department with ambitious delivery goals – trust-based culture and shared leadership

Education

M.Sc.Tech.Anth. (2016) | Aalborg University Copenhagen

Specialisation in user-centred design, stakeholder analysis, and interdisciplinary understanding of technology.

Master's thesis on Danish public digitalisation with a focus on Actor-Network Theory to understand complex actor networks.

Bachelor in Techno-Anthropology (2013) with a project on Samsø's sustainable energy transition – analysis of stakeholder dynamics in green transition.