



Simon Brandstrup Sørensen

Enterprise PPM Consultant
Projectum xPM & Power Platform

CONTACT

Copenhagen, Denmark
+45 53 73 40 81
simonsorensen@live.dk
linkedin.com/in/simonbrandstrup

CORE COMPETENCIES

PPM Implementation
Solution Architecture
Projectum xPM
Agile Product Ownership
Business Case Development
Power Platform & Azure
Stakeholder Management
AI & GenAI

SELECTED CLIENTS



9 yrs	25+	100+	50,000
Enterprise PPM & strategy execution	PPM go-lives delivered	Enterprise tenants running the product	Users on the flagship PPM product

PPM solution architect and product advisor with 9 years leading product strategy and both pro-code and low-code development for Projectum xPM on Power Platform and Azure — from business case through MVP, delivery and operation. As the product director who owned the roadmap, I bring the deep, first-hand product knowledge a Projectum xPM engagement depends on. Client-facing across life science, energy, industrial and public sectors, on products used by 100+ enterprise tenants and tens of thousands of users.

Experience

Independent PPM & Power Platform Consultant · Jul 2026 – Present
Freelance

Independent by design after nine years in-house — advising large European enterprises on PPM strategy, implementation and adoption on Microsoft Power Platform. Covers solution architecture, Dataverse data modelling, AI and environment strategy, and low-code / pro-code governance across Power Apps, Power Automate, Dataverse, Azure and Copilot Studio.

Projectum / Context& Aug 2017 – Jun 2026
Copenhagen · Nine-year promotion arc, project manager to product director

Product Director & Principal Advisor Sep 2024 – Jun 2026

Owned vision, strategy and roadmap for the flagship enterprise PPM product (100+ tenants, 50,000 users), reporting to the CEO and managing a team of three developers.

- **Enterprise advisory** — supported roadmap, governance and feature delivery for a Nordic bank (18,000-user banking platform), a global pharma company (four R&D departments) and a global FMCG company (5,000-user rollout carrying R&D budget approvals).
- **Relaunch as Projectum xPM** — consolidated five products into one, repositioning brand and pricing with sales, delivery and C-level. New clients bought on the new model; contributed to 20% ARR growth from the existing base within six months.
- **AI product copilot ("Simon Says")** — designed and shipped a retrieval-grounded agent over the product documentation, removing a single-expert bottleneck for product teams; reported time saving of 5–10 hours/week for product owners.
- **AI risk & planning agents** — led the team that built and shipped two agents (risk scoring and plan generation) on Azure OpenAI and Copilot Studio; made available across ~20% of the customer base.
- **Strategy scenario-planning tool** — took a feature from 0→1, prototyping a strategic scenario-planning tool for a pharma customer with Claude Code, and handed a working, documented prototype to the development team for build.

Product Owner Aug 2021 – Sep 2024

Owned the enterprise PPM product end-to-end as it scaled from 25 to 100+ customers, professionalising delivery from ad hoc to quarterly release waves.

- Delivered ~40–60 customer-funded features across ~25 clients spanning industrial manufacturing, automation and energy, meeting the company's 30% billable-work target.
- **Medtech client** — delivered a two-week POC and business case to replace Project Online; case approved and PMO solution handed to delivery.

SKILLS

Product & PPM

Roadmapping · go-to-market · pricing / commercial modelling · portfolio & programme management

Azure & AI

Azure OpenAI · AI Builder · Copilot Studio · Logic Apps · Azure DevOps · Azure Functions · RAG / grounded agents

Methodology

Scrum · SAFe · PRINCE2 · PMI · Kanban · governance & compliance · risk management · stakeholder management

Power Platform

Power Apps · Power Pages · Power Automate · Dataverse · Managed Environments · DLP · ALM · CoE · PCF · PPM

EDUCATION & CERTIFICATIONS

MSc, Business Administration & E-business

Copenhagen Business School · 2019

Harvard Summer School

Agile Software Development; Negotiation & Conflict Resolution · 2018

BSc, Business Administration & Project Management

Copenhagen Business School · 2017

LANGUAGES

Danish	Native
English	Full professional
German	Limited working

Experience — Projectum / Context&, continued

- Senior PPM Consultant**

Feb 2020 – Aug 2021

Solution architect on a Nordic bank's migration off a legacy Clarity platform onto a custom Power Platform PPM and timesheeting solution, scaling from 6,700 to 10,000+ users.

- Personally architected the notifications area and contributed to PPM foundations, resource management, risk management and compliance reporting for banking regulation (*public Microsoft customer story*).
 - **Medtech client** — replaced spreadsheets and a Power BI workaround with governed, flexible planning for R&D (600 users).
 - **Global sports federation** — solution architect on event planning, risk management and governance.
- PPM Consultant**

Oct 2019 – Jan 2020

Built and configured the first working versions of Projectum xPM for early enterprise customers across automotive R&D, public-sector health, government and IT-services.
- Project Manager**

Aug 2017 – Oct 2019

Led large Project Online implementations with up to 30 project members on the vendor side and 10+ on the customer side.

- **Global retailer** — rescued and delivered the company's largest-ever project (1,600+ users) across Copenhagen, Sweden, India and the Baltics; recognised as Young Project Manager of the Year 2018.
 - **Global beverage company** — turned around an underperforming Project Online engagement and restored delivery performance.

Selected Earlier Engagements

- **Energy & offshore** — PPM strategy & roadmap advisory.
- **Grocery retail** — replaced Project Online; ~1,600 resources live in three months.
- **Telecommunications** — helped the client build up a PMO from scratch for a major transformation.
- **Automotive** — portfolio financial and resource management across 15 R&D programmes; forecasting cycle cut from three months to one.
- **Public sector & facilities** — standardised PPM rollouts (200–400 users) across public-sector health, government and facilities-management clients.