



Simon Brandstrup Sørensen

Enterprise PPM Consultant
Projectum xPM & Power Platform

Based in Copenhagen, Denmark

CORE COMPETENCIES

PPM Implementation

Solution Architecture

Projectum xPM

Agile Product Ownership

Business Case Development

Power Platform & Azure

Stakeholder Management

AI & GenAI

SELECTED CLIENTS

Nordea



Coloplast

Ørsted

novonosis

FIFA



VATTENFALL

PPM consultant and product advisor.

PPM solution architect and product advisor with 9 years leading product strategy and the 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.

9 yrs

Enterprise PPM & strategy execution

25+

PPM go-lives delivered

100+

Enterprise tenants running the product

50,000

Users on flagship PPM product

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 - 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-to-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 CA 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.