

Recommendation of Lars Grove Mortensen

I have been working together with Lars at eBay Classifieds Group Scandinavia. As a manager of Strategy and Business Development at eBay and DBA.DK I have worked closely with Lars and been dependent on his deliverables.

I know Lars as a very strongly skilled analyst with deep knowledge and competence within Online Marketing, Search Engine Marketing and Optimization etc. Further, he is a true expert in tools like Google Analytics, Gemius and market research databases.

Lars's performance within Online Marketing Analyses and Tracking is better than most professionals in this field. Lars has a profound and updated knowledge on complex areas as e.g. SEO. At the same time he has strong analytical capabilities. Lars is able to combine these areas of competence which enables him to deliver true business results that has direct topline effect. Further, Lars is skilled at communicating results and analyses in a crisp manner, enabling management to take the right decisions.

In addition, Lars has a subset of important skills. He has quite some knowledge in programming, html, ASP, SQL and databases, which enables him to take on projects of a certain breadth, and communicate with programmers and engineers in adjacent fields. E.g. at eBay/DBA Lars lead a project to align, update and clean up tracking codes on site, which resulted in much improved traffic data quality.

Lars is a hard worker. He is a truly dedicated employee, who walks the extra mile when needed. He is also very self-motivated – e.g. when he sees indications of important findings in data, he quickly explores and report findings. Finally, Lars delivers high-quality work with minimal mistakes within an area where misinterpretation of data is common.

I give my strong recommendations to Lars and am looking forward to follow his endeavors.

Best regards,



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