

# VARAN PATHMANATHAN

+17 YRS PROFESSIONAL EXPERIENCE

**"READY TO ACCELERATE YOUR  
BUSINESS TO NEW HEIGHTS WITHIN  
STRATEGY, DIGITAL INNOVATION,  
BUSINESS DEVELOPMENT & ESG"**



CORPORATE  
INTRAPRENEUR



SERIAL  
ENTREPRENEUR



MANAGEMENT  
CONSULTANT



PROFESSIONAL  
SPEAKER



EXTERNAL  
LECTURER

#INNOVATION 💡 #STRATEGY 🎯 #ESG 🌍 #BUSDEV 📦  
#UX 📱 #DIGITALIZATION 🖥️ #LEADERSHIP 👤 #FINTECH 💰

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# SHORT BIO

 17 36 YEARS OLD

 BORN IN DENMARK - ROOTS BACK TO SRILANKA 

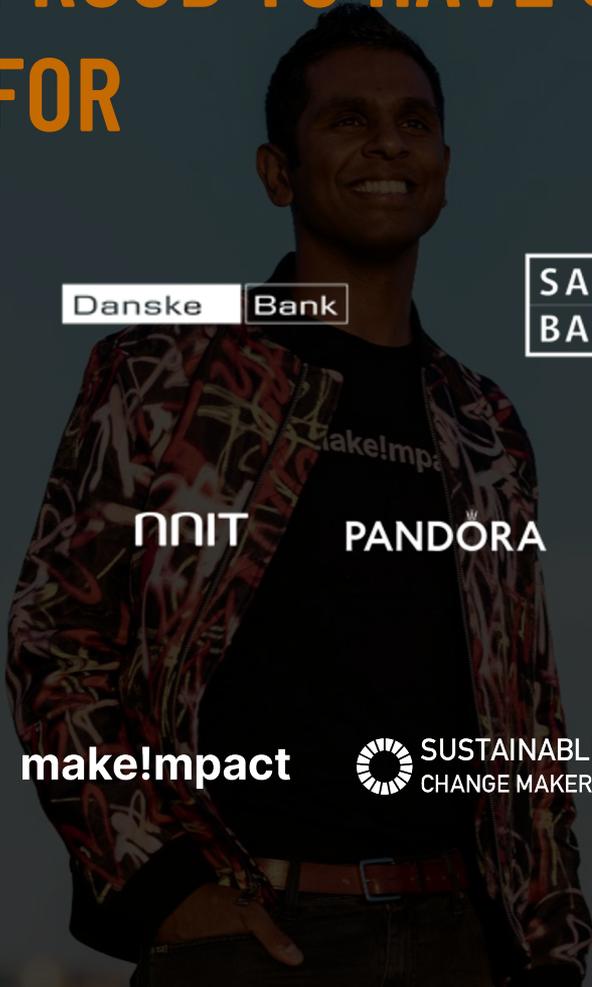
 MASTER IN INFORMATION TECHNOLOGY (2011) -  
MAJOR IN PERSUASIVE TECHNOLOGY (AAU/UNIMELB)

 PROUDLY MARRIED TO GITTE,  
WITH TWO DAUGHTERS - MARTHA 7  & AGATHE 4 

 LIVE AT ØSTERBRO, COPENHAGEN

 SUMMERHOUSE IN SJ. ODDE

# PROUD TO HAVE CREATED VALUE FOR



Danske Bank

SAXO BANK

bec  
FINANCIAL TECHNOLOGIES

SDC

Topdanmark  
Forsikring-Pension

nnit

PANDORA

LEO

CMP  
CAPITAL MARKET

FINANSFORBUNDET

DIS  
STUDY ABROAD  
IN SCANDINAVIA

make!mpact

SUSTAINABLE  
CHANGE MAKERS

HC ANDERSEN  
CAPITAL

PURPOSE  
Agency

visigon

2cureX

2021.AI

# IN VARIOUS ROLES



CORPORATE  
INTRAPRENEUR  
+6 YRS



SERIAL  
INTREPRENEUR  
+5 YRS



MANAGEMENT  
CONSULTANT  
+5 YRS



PROFESSIONAL  
SPEAKER  
+4 YRS



EXTERNAL  
LECTURER  
1 YR



make!mpact

SDC

bec  
FINANCIAL  
TECHNOLOGIES

FINANSFORBUNDET

DIS  
STUDY ABROAD  
IN SCANDINAVIA



SUSTAINABLE  
CHANGE MAKERS



nnit

PURPOSE  
Agency

PANDORA

visigon

2021.AI

HC ANDERSEN  
CAPITAL

Topdanmark  
Forsikring-Pension

2curex

# MAKEIMPACT

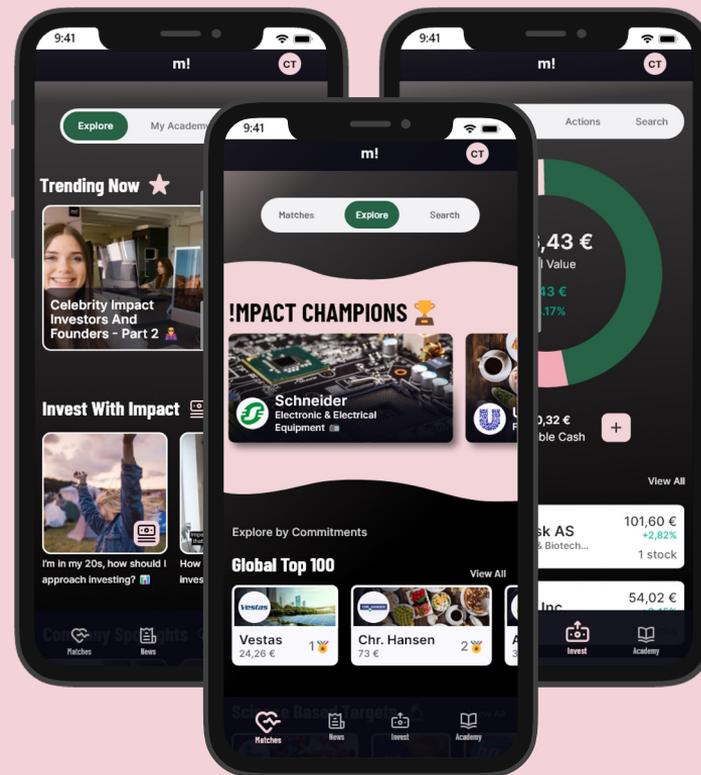
FOUNDER & CEO

- GOT THE IDEA & FOUNDED IN SEPT. 2018
- +140 VOLUNTEERS CONTRIBUTED TO THE JOURNEY SO FAR
- 60% WOMEN
- 70% HAS NEVER INVESTED BEFORE
- BOOTSTRAPPED ALL THE WAY
- STAGE: PRE-SEED
- STEPPED DOWN AS CEO IN DEC 2022

#INNOVATION 💡 #ESG 🌍 #UX 📱 #LEADERSHIP 👤 #FINTECH 🏦 #BUSDEV 📦

WWW.MAKEIMPACT.IO

make!Impact



ENCOURAGING, GUIDING & MOBILIZING THE YOUTH TO SUSTAINABLE CHANGE THROUGH THEIR INVESTMENTS!

VP



# PURPOSE AGENCY

**PURPOSE**  
*Agency*

**FOUNDER & MANAGING DIRECTOR**

PURPOSE AGENCY IS A CONSULTANCY BORN OUT OF MAKE!IMPACT.

WITH THE EXPERIENCE FROM MAKE!IMPACT, WE UNCOVERED THAT THE SUSTAINABILITY COMMUNICATION OF MANY COMPANIES DOES NOT FULFILL THE EXPECTATIONS OF INVESTORS, CUSTOMERS OR EMPLOYEES. PURPOSE AGENCY IS SOLVING THIS CHALLENGE!

WE HELP SMALL & MEDIUM SIZED BUSINESS TO UNCOVER & EMBRACE THEIR IMPACT THROUGH: BRAND MANAGEMENT, CUSTOMERJOURNEY, SUSTAINABILITY STRATEGY, DESIGNTHINKING AND COMMUNICATION.

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# SUSTAINABLE CHANGE MAKERS

CO-FOUNDER

FOUNDER OF THE NETWORK SUSTAINABLE CHANGE MAKERS - THE NETWORK THAT BRINGS TOGETHER YOUNG, SUSTAINABLE CHANGE MAKERS ACROSS INDUSTRIES, GEOGRAPHY, AND COMPETENCIES THROUGHOUT DENMARK AND INSPIRE TO SUSTAINABLE ACTIONS. TODAY +160 CHANGE-MAKERS IN THE NETWORK AND +10.000 GROWING FOLLOWERS IN THEIR COMMUNITY, ENCOURAGING AND GUIDING YOUNG PROFESSIONALS.

SUSTAINABLE CHANGE MAKERS IS A SUSTAINABILITY NETWORK THAT CONNECTS PROFESSIONALS AGED 25-35 ON THE JOURNEY TOWARDS A SUSTAINABLE WORKING LIFE.

#INNOVATION 💡 #STRATEGY 🎯 #ESG 🌍 #LEADERSHIP 👤

<https://sciencereport.dk/sustain/nyt-baeredygtigheds-netvaerk/>

[WWW.SUSTAINABLECHANGEMAKERS.DK](http://WWW.SUSTAINABLECHANGEMAKERS.DK)



# HUGE PASSION FOR



## USER EXPERIENCE

NO MATTER WHICH SOLUTION YOU ARE BUILDING AND SCALING IT'S KEY TO BE AWARE OF THE USER EXPERIENCE TO BE ABLE TO BENEFIT OF IT IN ANY COMMERCIAL WAY.



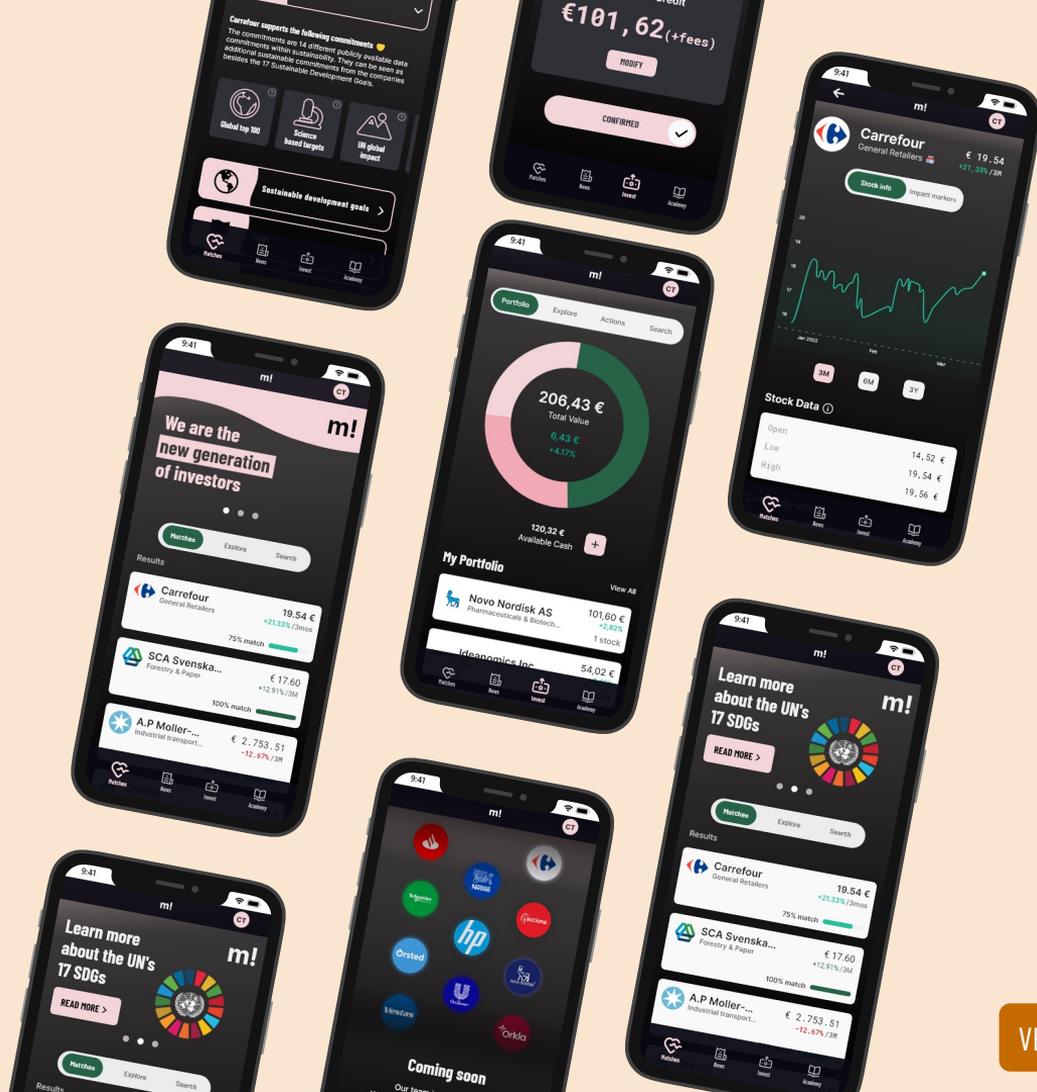
## CUSTOMER JOURNEY

KNOWING THE CUSTOMERS JOURNEY FROM END TO END, BY MAPPING AS-IS AS TO-BE PROCESSED ENABLE GREAT UNDERSTANDING OF CUSTOMER PAINS AND IDENTIFY OPPORTUNITIES FOR IMPROVEMENTS - VALUE PROPOSITIONS ETC.



## SIMPLICITY

OUR DAY TO DAY SIMPLICITY FOCUS IN TECHNOLOGY HAS SIDE-EFFECTS ON OUR DAILY USE OF PROFESSIONAL APPLICATIONS AND THEREFORE SIMPLICITY AND TRANSPARENCY ARE KEY FOR SUCCES IN A B2C AS WELL AS B2B OFFERING IN MOST SECTORS/INDUSTRIES.





# THANK YOU

I'M READY FOR A NEW CHAPTER

FROM 2024



WITHIN

#INNOVATION  #STRATEGY  #ESG  #BUSDEV   
#UX  #DIGITALIZATION  #LEADERSHIP  #FINTECH 

IN PRIMARILY



CORPORATES



SCALE-UPS



VC



CONSULTANCY

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