

LUCAS JUNGSHOVED BJERRE

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EDUCATION

Copenhagen Business School, BSc International Business **Sep 2025 - Jun 2028**

- Selected as one of 15 from 210 CBS applicants for TREBLE, spanning three semesters at CBS, UNC Kenan-Flagler and SMU
- Top grade (12) in Founder's Dilemmas and Principles of International Marketing

UNC Kenan-Flagler Business School, Exchange semester **Aug 2026 - Dec 2026**

- Corporate Finance, Financial Accounting, Entrepreneurial Consulting and Negotiations among seven courses totalling 18 credits

Singapore Management University, Exchange semester **Jan 2027 - May 2027**

Køge Handelsskole, HHX, Marketing and Innovation **Aug 2020 - Jun 2023**

- Final result 9.7 · Top grade (12) in Business Case, Business Economics, Informatics and Innovation

EXPERIENCE

Theme Nights Group ApS, CEO **Dec 2022 - Jul 2026**

Events built around individual music fandoms as an alternative to ordinary clubbing

- Bought the concept after its third event and scaled it from one city to seven in 18 months with five employees, running 119 nights for 21,821 guests across three countries, including three nights in Kathmandu
- Generated DKK 4M+ in ticket and bar sales across partner venues, including REKOM Group, Denmark's largest nightlife operator, in a model that broke even at DKK 2,500 per night, equal to about 16 tickets
- Built a touring format that took one concept to four cities a month. The first Danish tour sold 1,200 tickets in a week, while the Oslo opening sold out with 313 tickets
- Built a 6k+ email list segmented by fandom that generated 18% of ticket sales, ran launches with Universal Music, including the Danish release of Taylor Swift's The Tortured Poets Department, and grew a free Roskilde Festival event from 500 to 3,000 guests
- Declined an acquisition offer and closed the operation in July 2026 after completing the announced calendar

Champagne Lounge, Roskilde Festival · Lead, under Gringobar **Jun 2026 - Jul 2026**

Champagne bar at Roskilde Festival with a crew of about 70

- One of three leads working in shifts, responsible for up to 50 staff at peak on my shifts. Offered the role for 2027
- Redesigned the service cycle from the ground up, helping lift revenue 50% year on year over the seven day festival, from DKK 1.6M to DKK 2.4M

Ordet er Frit, Head of Branding and Communication (volunteer) **May 2025 - present**

Free, nonpartisan democracy festival run by a volunteer board

- Developed the sports hall model used for the 2025 and 2026 editions, where speakers and organisations bring their own audiences into the wider festival. The programme included the Mayor of Roskilde, a Deputy Speaker of the Folketing, a former Minister of Culture and the CEO of Bikubenfonden
- Wrote a 20+ step communication strategy adopted by the board and built the festival website with AI, without paid advertising and within 5 to 10 hours a week. Continuing in the role for the 2027 edition

Klausen Import, Ecommerce Operations Manager **Jan 2019 - Jan 2023**

Importer selling to Danish dog groomers

- Joined at 14, built the company's first webshop and was running it by 16, managing marketing, orders, inventory, freight and customer service as online sales reached seven figures in DKK a year

PROJECTS AND CASES

- Built an AI marketing localiser that turned one campaign into draft versions for 32 markets, in a CBS AI case competition run over several weeks for a large European insurer
- Built a tool that screened about 3,300 public Danish grant foundations and identified about 250 that matched the applicant criteria

ADDITIONAL

Languages: Danish (native), English (fluent)

Speaking: Two paid talks at Køge Handelsskole, one on becoming an entrepreneur and one launching a Theme Nights case competition across three classes, which I judged with two others

Press: TV 2 Go' morgen Danmark, Soundvenue, Ekstra Bladet

Volunteer: Nature guide for the Danish Nature Agency (2022 - 2024), booked by schools and firms to teach children outdoors

Interests: Running, hunting (licensed), hiking and camping