ProDNA

ProDNA is a consulting company delivering high skilled experienced managers and engineers.

ProDNA vision is to create business results for clients through structured Product and Portfolio Management and effective Product Development Processes

The name ProDNA stands for: **Prod**uct **Na**vigation and **Pro**ject in the **dna**.

ProDNA is divided in two branches, **ProDNA** and **ProDNA Resources**. The vision is to create business results for its clients.

ProDNA Resources.

ProDNA Resources mission is to enable freelance consultants to provide services that help your business to accelerate.

ProDNA Resources is a group of high skilled senior freelance consultants with experience from across Business and Product Development.
These experts benefit from being represented by others in the group, being able to form strong presence as team, get support and share knowledge.
The focus is to bring value to the customer and the aim is to have as small overhead as possible, to always ensure best customer value.

ProDNA Resources deliver across the value chain.

- Load projects with effective specialists,
- Analyze and address issues with experts,
- Accelerate change implementation.
- Cover interim resource / organizational gaps.
- ProDNA Resources can also deliver complete products / solutions from idea to sales ramp up

Competence areas:

ProDNA Resources network in Denmark, Germany and abroad has ability to attend assignments within:

- Project & Portfolio Management
- Product Innovation
- Business Process and Business Program management
- It & SW
- Mechanical and Mechatronic Engineering
- Electronics & Embedded SW Engineering
- Supply chain establishment and improvement.
- Training.
- Marketing.

ProDNA Resources competences.

- **Project & Portfolio Management**
  - Project Management, Scrum Master, Product Owner, PMO, Change Management, OKR Coach, Agile Coach.

- **Product Innovation**
  - Idea generation, Customer involvement, Requirement Specification development, Business Case development and other "hands on" Front-end development facilitation.

- **Business Process and Business Program management**
  - Product Portfolio Management structure and execution, Design and Deployment methods and tools, Change Management etc.
  - Digitalization

- **It & SW**
  - Full circle design of applications, websites, online shops or mobile apps across platforms
  - Cross languages, frameworks and tools - FE, BE, test, safety, security, Project Management and Integrated development
  - Data analysis and Data Migration, SAP S/4 HANA, SAP SD, SAP BW Design, Salesforce, Power BI

- **Mechanical and Mechatronic Engineering**
  - 3D Drawing, Mechanical & Hydraulic Design, test and more.

- **Electronics & Embedded SW Engineering**
  - SW & HW Architecture, design, Test, Project Management and more.

- **Supply chain establishment and improvement.**
  - Senior Management consultants; "hands on" execution, Kaizen.

- **Training, Marketing**
  - Design, plan and organize education and talent management. Launch Strategies, Value Selling, Product Management and Development Process etc.
  - Hands on execution of Marketing exercises; Press releases, Website, Newsletters, Photos, Ads and other graphic material for print, web and SoMe.