

Morten Albaek

Corporate philosopher

Morten Albaek is Group Senior Vice President for “Global Marketing, Communication & Corporate Relations” in the wind turbine manufacturing company Vestas Wind Systems A/S with direct report to the CEO.

Born in 1975, he has an academic background in History and Philosophy. He started his career in Danske Bank, Denmark’s largest financial corporation, heading the department for Idea Generation and Innovation. He is an Adjunct Professor in Philosophy and Education at Aalborg University, one of the youngest ever appointed in the Nordic region.

Albaek is a prominent character in the public debate about society related subjects. He is the author of two bestseller books, “Generation Fucked Up?” (with Rasmus Hylleberg) and “Encounters - between what you say and what you do” (2008), and has been appointed to several Danish think-tanks on behalf of the Danish government and to other institutions.

He has, as the only Scandinavian ever, been selected twice for the Internationalist’s list of the top 100 most influential CMOs in the world.

Rooted in academic philosophy, Albaek fundamentally believes in the necessity of creating an “enlightenment economy” as the antithesis to the “experience economy”, and in merging capitalism and humanism, the two “isms” that have dominated Western culture for more than 500 years, into a “Capitalistic Humanism” which can serve as a cognitive and ideological frame for creating sustainable change.

In Vestas, Albaek has created “*WindMade™*”, the world’s first global consumer label for an energy source and the first ever label to be endorsed by the United Nations; the “*Corporate Renewable Energy Index*” (in collaboration with Bloomberg), the largest ever mapping of global corporations’ renewable energy procurement; the “*Global Consumer Wind Study*” which, with its polling of 31,000 consumers in 26 countries about their demand for products made using renewable energy, is the largest survey of its kind globally; “*Energy Transparency*”, a unique and fully customized marketing campaign encouraging 622 top executives at global brands to invest directly in wind, thus opening up a new market segment.

At Danske Bank Albaek, pioneered the “*Financial Literacy Program*”. Lending itself to the same transparency and power of facts as the Vestas initiatives, Albaek received the honor of having the case published in the UN Global Compacts yearbook, making him the first person ever to have 2 cases published in the yearbook for two different companies.

Albaek was awarded the Brand Excellence price in 2011 in India for “having created a communication concept that can change the world”. And he won, as the first non-American, the AWEA’s Advocacy price in 2011 for “having created the most groundbreaking communication concept in the wind industry for the last 30 years”, which by the World Brand Council was called “one of the most innovative branding concepts in the world in 2011 with an opportunity to save millions of lives”. In the 2012 book by John Elkington *WindMade™* is highlighted as one of the world's 50 most ground-breaking and innovative green initiatives with Morten Albaek being recognised for his efforts alongside other global leaders within sustainability such as Ban Ki Moon, Al Gore, Bill Gates and Mohammad Yunus.

Morten Albæk lives in Aarhus, Denmark, with his wife and two children.

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