

Michael Kastrupsen

Experienced creative communications developer

michael@likewise.dk

Specialties

Sales enhancing communications, loyalty creating online solutions, visual and auditive branding, innovative cross media platforms

Experience

Owner at Likewise

March 2009 - Present (2 years 2 months)

Sales enhancing communication strategies and execution.

CEO, co-owner at MAJMA Games

2009 - Present (2 years)

Online gaming portal under the new Danish Act of Gambling

Owner & Producer at Vibesync Studio

May 2007 - Present (4 years)

Music project development, A&R handling and musical producer

Partner at Titoonic A/S

2008 - February 2009 (1 year)

Digital traffic generating and loyalty building entertainment

Owner at Kastro

2006 - 2008 (2 years)

Communication strategy and implementation

Creative manager at Saatchi & Saatchi X

September 2004 - February 2006 (1 year 6 months)

Shoppermarketing agency combined with B2B advertising

Member of the board at Barcu

2004 - 2005 (1 year)

Creative Director, co-owner at BusinessWise

November 2001 - April 2004 (2 years 6 months)

New media, B2B advertising agency founded together with Saatchi & Saatchi Denmark. Changed name to Saatchi & Saatchi X

Creative Director, Founder at Ravn & Rønne

January 1994 - November 2001 (7 years 11 months)

Boardmember, founder at Event Travel Corporation

January 1999 - January 2001 (2 years 1 month)

Boardmember, founder at ScoopStation Internet TV

January 1999 - January 2001 (2 years 1 month)

Boardmember, founder at BusinessCast Internet TV

January 1999 - January 2001 (2 years 1 month)

Producer, owner at Tele Video Denmark

January 1992 - January 1994 (2 years 1 month)

Head of A&R & Marketing at Electra Music

1990 - 1992 (2 years)

Working with development of Scandinavian talent and marketing same.

A&R/Marketing Manager at Electra Music Scandinavia

1988 - 1990 (2 years)

Head of A&R at PolyGram

September 1986 - 1988 (2 years)

Head of A&R. Involved in development of artist in Denmark and through Polygram Intn'l, London

A&R assistant at CBS Music/SONY Music

January 1985 - January 1987 (2 years 1 month)

Education

Kunstakademiets Arkitektskole

MAA, Graphic Design, 1980 - 1985

Honors and Awards

Best Practice Internet Solution, Microsoft Denmark, 2000

Best Practice Internet Solution, Microsoft Global 2000

Netværksprisen 2000, Denmark

Interests

digital entertainment, cross-platform media, 3POINT entertainment strategies and solutions

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[Contact Michael on LinkedIn](#)