



### **Bertrand Pedersen**

Manager at PwC  
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Bertrand is an experienced manager and expert for economic development, upskilling, digital transformation and SMEs with the consulting department at PwC. His portfolio includes the European Institutions (Commission, EIB), Supranational organisations (UNDP), National governments (Luxembourg, Russia), regional authorities (Region Grand-Est), business associations (DIGITALEUROPE), Private companies (green-tech SMEs). Bertrand has been actively involved in leading a variety of large-scale projects across the European Union. He was the project manager for the Business Innovation Observatory, the Digital Entrepreneurship Monitor, the SME Performance Review.

Bertrand is an expert in innovation and digital transformation. He focuses his efforts on boosting innovation (of goods, services, business models, etc.) and SMEs (entrepreneurship, development, internationalisation, performance assessments etc.). Before joining PwC, Bertrand was offering consulting services to green-tech SMEs. He created a strategy action plan for international expansion, designed and implemented a multi-country marketing campaign, developed a business plan for a cloud-based platform.

Bertrand holds a M.Sc. in Management from IÉSEG and a Master in innovation and entrepreneurship from the University of Luxembourg. He is fluent in French, English and Danish and has a good level in German. He is also a certified skipper (RYA Yachmaster Offshore) with a transatlantic crossing sailing experience.

