

# Martin Thor Jensen

## ServiceNow Expert / Partner / 9+ years experience with ServiceNow

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Martin has more than 9 years of experience working with ServiceNow and has worked within IT for 16 years. He has led large and complex deliveries within business areas such as ITSM, ITOM, HRSD, SIR, and "back to baseline"-projects, where customizations on the platform were returned to out-of-the-box functionalities. Martin has exceptional knowledge on how to keep a ServiceNow platform healthy and knows how to avoid performance issues, regardless of the number of users or transactions.

Martins concentrates on technical deliveries, governance, and best practices hereof while delivering the desired business value and outcome. He aims to create reusable and highly dynamic code that is validated by ServiceNow best practices. He holds a wide range of certifications from ServiceNow implementation specialist in ITSM, Application Developer, and Discovery to multiple certifications in Microsoft Azure.

### Relevant Experience

As a consultant, Martin has led several large implementations on C25 companies in Denmark using the ServiceNow platform to accelerate their digital transformation and streamline processes and automation. He has implemented and maintained more than 50+ integrations in ServiceNow with concepts such as Bi-directional event-based, reducing platform resources usage, and real-time connectivity.

As a customer of ServiceNow, he has been the ServiceNow Technical, Architectural, and Engineering Owner at A.P Moeller-Maersk, one of the biggest ServiceNow platforms in Europe. He was leading an international internal team of 17 developers and architects from countries such as the UK, Denmark, and India. Here he created architectural governance and introduced coding standards, thus reducing and eliminating technical debt while being able to expand the platform.

Martin has also been a ServiceNow Product Advisory Council member for several years – a council made to help ServiceNow on their current and future product development.

### Customer Portfolio

- A.P Møller – Maersk
- Maersk Drilling
- Maersk Supply Services
- Maersk Containers
- Damco
- Ikano Bank
- Sydbank
- Leo Pharma
- Danske Bank
- GN Resound
- GN Netcom
- Novo Nordisk
- BlueWater Shipping
- DSV
- TV2
- Dinex
- Statens IT
- Venzo
- Top-Toy
- Velux
- HOFOR
- Orifarm
- Supergros
- BaneDanmark
- Region Hovedstaden
- Region Syddanmark

## ServiceNow Expert & Partner, Adeno

2022 – Now

- Trusted advisor for our customers around the entire ServiceNow platform.

## ServiceNow Technical Owner, A.P. Møller – Mærsk

2017 – 2022

As the technical owner of ServiceNow it was my responsibility to

- Establish and manage a team for development within Mærsk (17 FTE)
- Ensure cohesion and standardization in architectural designs and best practice for the whole platform
- Develop and design highly complex or valuable deliveries where business criticality requires a high level of expertise
- Functional Subject Matter Expert and Lead Solution Architect of ServiceNow
- Managing external consultants to ensure they abide by our standards and best practices

Key successes

- Created the architectural governance and best practice frameworks for the ServiceNow platform team.
- Established coding practices and standards for Javascript, AngularJS, Jelly, ReactJS, and more
- Implemented design principles and standard methodology for integrations
- Managed and established an internal technical development team (17 FTE) and support team (9 FTE) in India
- Helped drive and build SAM Pro Business Case in Maersk Implement and advised the process
- Implementation of SecOps in Mærsk
- Implementation of Hardware Assets Management in Maersk
- Implementation of CMDB in Maersk
- Member of ServiceNow Advisory Counsel
- Awarded Top Quartile Manager

## Senior Consultant, KPMG – CIO Advisory

2016 – 2017

- ServiceNow architecture, design and implementation for a select few customers
- Specialized process optimization for development teams, focusing on stakeholder commitment and engagement, including Value realization and rapid development methodology.

Key successes

- Awarded top performer award

## Service Management Consultant, Businessnow

2014 – 2016

- Multiple applications developed on ServiceNow, Such as SNAP, the first add-on that allowed the users to copy pictures directly into ServiceNow, Major incident that was the first of its kind that handled custom communication plans and processes, and also BusinessNow's Identify Management solution to name some.
- My role also consisted in being the technical expert or SME on the ServiceNow platform and integrations to help facilitate better and stronger deliveries,
- Lastly, I was the company's Fixer, assigned to any highly technical deliveries or where issues in the project had occurred.
- Extensive knowledge/experience in using/creating Business Rules, Scripts, workflows, web services, views, ACL's, etc.

## Training and certifications

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| • Software Asset Management Professional Fundamentals          | • M-AZ301 – Microsoft Azure Solutions Architect – Design | • ServiceNow Certified Implementation Specialist – IT Service Management |
| • Discovery Fundamentals                                       | • M-AZ204 – Developing Solutions for Microsoft Azure     | • ITIL® v3 Foundation Certification                                      |
| • Performance Analytics (Custom course by Plat4Mation)         | • ServiceNow Certified Application Creator               | • ServiceNow Certified System Administrator                              |
| • M-AZ300 – Microsoft Azure Solutions Architect – Technologies | • ITIL® Operation Support and Analysis Certified         | • Lean IT Foundation   |
|  |  | • Kepner-Tregoe Foundation   |
|  |  | • ServiceNow GRC Foundation  |