

EVA STEENSIG

Founder of Lighthouse Cph A/S, Sociologist from the University of Lund

Throughout her professional life, Eva Steensig has worked with consumerism, consumers, brandbuilding, innovation and business development. At first, she worked from a specifically sociological angle, subsequently, she worked as a strategist at DDB Copenhagen for twelve years, and today, she is the founder of Lighthouse Cph A/S.

The starting point for Eva's work has always been a profound curiosity about and understanding of the consumer's everyday life, values, opinions and behavior. She has gained this insight from her background in sociology, from the numerous extensive consumer surveys she has supervised, and from all the Danish and international businesses she has worked for.

After working on communication strategies and especially fundamental brand strategy processes, Eva spent the most recent nine years focusing on developing innovative methods for understanding and working with consumer behavior in the immediate future for the purpose of strategy and business development in businesses and organizations. This was reaction to the type of research of future trends, that is commonly practiced, and a response to the great needs that arise, when businesses face growth demands or challenges in the marketplace.

That was why Eva created the method, the idea, the theory and the practice of DDB SignBank© and implemented DDB SignBank© in 60 countries.

In 2007, Eva founded Lighthouse Cph A/S, which specializes in consumer behavior and the strategic consequences of changes in consumer behavior. Lighthouse CPH specializes in identifying patterns in behavioral changes and offers counseling about the opportunities and risks that these changes entail.

Lighthouse Cph A/S employs a groundbreaking and thoroughly tested method for detecting, collecting, monitoring and analyzing the constant changes that take place in society, in the marketplace and among consumers for the purpose of identifying concrete growth and market potential for businesses.

Her extensive experience from working with businesses from all branches and continents has given Eva a solid basis of knowledge and a unique ability to identify market potential based on exact information and a realistic understanding of the present and the future.

As the leader of Lighthouse Cph A/S Eva counsels major Danish and international businesses and organizations, and in addition to that, she is a popular lecturer and commentator in the media.