Allan Sørensen​

VP, Service Operations

Allan Sørensen started his career at the former Danish startup Jubii, where he rose to the position of Head of Analytics. Allan is the former CEO of a Danish web agency, and for the last ten years, he assumed various positions at the trade association Danske Medier as Head of Analytics, Head of Digital, and EU Policy Officer. In this capacity, he counsels member organisations on regulation of the digital industry, including issues such as ePrivacy, GDPR, data security, the Digital Services Act, and Digital Markets Act. He has been a member of the Danish Data Protection Authority’s Contact Committee, and since 2012 he has served on the Board of Directors at IAB Europe, where he also chaired the Policy Committee from 2016-2021. Allan holds a MSc. in Economics from the University of Copenhagen, where he wrote a Masters thesis on web analytics.

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