



Schnoor, Pernille (ALT)

**Former Member of the Folketing,
The Alternative**

MA in Communication, Ph.D

Pernille Schnoor, born January 20th 1967 in Århus, daughter of Preben Jensen and Else Jensen.

Member period

Member of the Folketing for The Alternative in North Zealand greater constituency, 24. April 2016 – 5. June 2019.

Member of the Folketing for The Social Democratic Party in North Zealand greater constituency, 18. June 2015 – 23. April 2016.

Candidate for The Social Democratic Party in Helsingør nomination district, 2013-2016.

Education

Ph.D, Copenhagen Business School, 2000-2004.

MA in Communication, Roskilde University, 1988-1994.

Upper secondary school certificate, Rungsted Gymnasium, 1986.

Employment

Teacher, educational consultant, Copenhagen Technical School, 2013-2015.

External lecturer, Copenhagen Business School, 2000-2013.

PR Consultant, Post Danmark (postal services), 1999-2000.

Project Manager, Holm Kommunikation, 1998-1999.

Project Manager, Arte, 1995-1998.

Affiliations

Member of the Board of Møllevejens Skole (school) in Nivå, 2009-2013. Member of the Board of Farvergården (centre for children at risk) in Kokkedal, 2009-2013. Member of Hørsholm Municipal Council 2010-2015, chairman of the children and schools committee, vice chairman of the health committee and member of the finance committee. Member of the Hørsholm Municipal Handicap Council 2010-2014. Member of the Board of Rungsted Gymnasium, 2013-2018.

Awards

Author of the Ph.D. thesis "Brand ethos - om troværdige brand- og virksomhedsidentiteter i et retorisk og diskursteoretisk perspektiv" (Brand ethos – reliable brand and corporate identities in a rhetorical and discourse-theoretical perspective) 2004, "Marketing - opsummering af Philip Kotler" (Marketing – A summary of the work of Philip Kotler) 2009, "Afsætning" (Sales) 2009, "Marketing management I - forståelse for marketing" (Marketing Management I – understanding marketing) 2009, "Marketing management II - analyse-, mål- og strategifasen" (Marketing Management II – the analysis, goals and strategies phase) 2009, "Marketing management III - planlægningsfasen" (Marketing Management III – the planning phase) 2009 and "Miss Perfect" 2010. Co-author of "Brand commitment", 2012.

The biography is no longer updated from June 6th 2019.