

Marte R. Hofset and Stefan K. Madsen were responsible for making Schibsted / Schibsted Classified Media the case company for the yearly case competition at CBS in 2009. They introduced CBS and the case study competition to Schibsted, convinced us to become the case study, and proceeded to execute the whole process in a first class manner.

Being the case company has been a great learning encounter and provided us with new and interesting perspectives on our business. It has also been a great way for us to create greater awareness of Schibsted and our career opportunities in both Denmark and internationally. We can do nothing but recommend other companies to be the next year's case company.

Kind regards,

A handwritten signature in black ink, appearing to read 'Hilda Haugen', with a long horizontal flourish extending to the right.

Hilda Haugen
VP Management Trainee Programme, Schibsted ASA