



Inger Marie Ingvarsdén, Managing Director of Pointer Search (centre) and her Greenland team are ready to help Greenlandic companies and authorities with their recruitment needs.

The professionalisation of Greenlandic boards demands new competencies

Internationalisation, digitalisation and environmental questions have created a need for new skills among the Greenlandic boards. That is the experience of Pointer Search, which often helps companies to put together boards that can handle new types of issues

Since 2008, Pointer Search has been servicing Greenlandic executive boards by identifying competency needs and helping with candidate recruitment. Pointer Search is now increasingly using its skills within Greenlandic management to fill positions on Greenlandic boards.

“Environmental issues and CSR, in particular, have moved into the boardroom and are helping to set the agenda for our Greenlandic partners. We help clients to identify needs and put together the right talents in senior management. In continuation of this, we find there is an increas-

ing demand for advice on new competencies and board composition,” says Inger Marie Ingvarsdén, managing director of Pointer Search.

This is where Inger Marie Ingvarsdén’s many years of knowledge of the Greenlandic labour market come into play. Board work



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Marie Ingvarsdén /
Managing director / Pointer
Search



in Greenland is actually different in many ways to elsewhere:

“You can't run boards in Greenland in the same way as in Denmark. It requires deep cultural understanding and empathy with Greenlandic values. And at the same time, a large proportion of the Greenlandic boards are in publicly-owned companies, which means that we have to look at criteria of a more societal nature than if they were private companies,” she says.

A dedicated team for Greenlandic recruitment

Pointer Search works in close collaboration with its Greenlandic customers. This means amongst other things that recruitment tasks always begin with an analysis of the company's competency needs. The result is not necessarily a recruitment – in-

stead, the solution might be to retrain the current employees.

There is a growing need for specialists in Greenland who can handle new types of tasks, especially in IT, law and economics. There are more and more skilled specialists from Greenland in the labour market, but not enough to meet the demand, so there is still a need to supplement these with foreign labour.

Pointer Search in Copenhagen, Aarhus and Greenland solves these tasks with a team of committed staff members who are in daily contact with Greenlandic customers.

“We are updated on a daily basis and know what is happening in Greenland on many levels. Our team is very dedicated to Greenland, and we visit our customers as often as possible. However, we have chosen not to have a branch in Greenland, as it is important for us to maintain arm's length with the companies we work with. The employment market in Greenland is small, and we have gained great trust by safeguarding our impartiality,” says Inger Marie Ingvarsdén.

Virtual recruitment contributes

In 2020, trips to Greenland have been put on hold by the corona virus. However, this has not affected efficiency – quite the contrary. The transition to virtual meetings has in fact made many processes faster.

“Of course we prefer face-to-face meetings. It can be difficult to assess a candi-

ABOUT POINTER SEARCH AND INGER MARIE INGVARSDÉN

Inger Marie Ingvarsdén is managing director of Pointer Search A/S, and has led the company since it became an independent company in the Odgers Berndtson Group in 2008. She possesses broad managerial and consulting experience from reputable Search & Selection firms, and has been supplying Greenlandic companies in both the public and private sector with managing directors, function managers, middle managers and specialists for more than 30 years. Inger Marie Ingvarsdén's network encompasses the most talented managers and specialists in the Nordic region. She has previously worked in the IT and retail sectors, and holds an MSc in Economics and Business Administration from Copenhagen Business School.

date's personal impact and energy level via a computer, but setting up meetings has become faster. In some cases, we can complete recruitment tasks one to two weeks faster than usual,” says Inger Marie Ingvarsdén.