

Kenneth Jensen joins Danish MedTech sani nudge as Chief Operating Officer

sani nudge welcomes new COO



Denmark, Kobenhavns Kommune, Apr 5, 2021 ([Issuewire.com](https://www.issuewire.com)) - Media Contacts:

Nancy Bruton

sani nudge

+45 42 36 08 83

nc@saninudge.com

Kenneth Jensen joins Danish MedTech Sani nudge as Chief Operating Officer

Copenhagen, Denmark - Danish hand hygiene technology company Sani nudge is pleased to announce Kenneth Jensen as its first Chief Operating Officer. Kenneth is responsible for overseeing all implementations, data culture, and the overall performance parameters at Sani nudge. Currently, the team that he is joining is ambitiously working towards the vision of optimizing hospital hand hygiene to increase safety for one billion patients worldwide by 2030. As a senior member of the leadership team, Kenneth reports directly to CEO Theis Jensen.

Army logistics officer from The Royal Danish Military Academy and candidate for Berlingske's Denmark's Best Talents under the age of 35, [Kenneth Jensen](#) joins Sani nudge with four years of Operations experience at Holo, the market-leading autonomous mobility technology company in the Nordics. There he was tasked with the company's self-declared goal of "turning chaos into smooth and carefree movement." and built the Operations team from the ground up. With more than 9 years of military experience with a core focus on planning and execution, he was able to apply his regimented disciplined background to a steadfast passion for leveraging actionable data, a skill that will suit him well with Sani nudge's data-driven technology.

"We are excited to have Kenneth Jensen join Sani nudge as Chief Operations Officer. Kenneth brings with him an ambitious career in operations from both the military and technology companies and he has successfully scaled operations in both industries internationally. He compliments our strong motivated culture, and we look forward to benefiting from his impressive reputation for strategic execution, which makes him the eminent choice to lead our operation's division," said Theis Jensen, CEO of Sani nudge. "The timing of this announcement comes at an opportune moment for our organization as we are seeing a rapid increase in demand from healthcare institutions around the world as they turn their priority towards ensuring hand hygiene compliance as the main driver to ensure patient quality. With the recent strategic sales partnership with ECOLAB, the world's largest hygiene company, we are preparing to rapidly scale our organization in 2021 and Kenneth Jensen will be the main driver to making it a success."

Kenneth shared his own enthusiasm about joining the company, sharing that "I am looking forward to participating in a truly inspiring ride. With the ambitious and heartfelt goal of improving patients' healthcare across Europe, I'm eager to start working with the entire team for a safer, healthier, and digitally compliant healthcare future. Pushing this agenda will directly impact the life and death of patients, their relatives, and visitors across thousands and thousands of hospitals worldwide. I feel truly humbled to take the responsibility for the full spectrum of operational disciplines to make this happen." He added, "Together we will succeed in bringing down infections by an increased focus on data-driven decisions."

Poor hand hygiene in the healthcare sector is a major problem. According to the World Health Organization (WHO), 1 in 10 patients globally will acquire a Healthcare-Associated Infection. Adequate hand hygiene among healthcare workers can prevent up to 30% of infections. Sani nudge's connected measuring system uses IoT sensors to improve hand hygiene in healthcare organizations. The solution provides hospitals with valuable data on employee hygiene habits and patient contact. This is accomplished by using a behavioral reward technique known as nudging.

###

About Sani nudge

Sani nudge is a data-driven MedTech company with a mission to contribute to human health by connecting healthcare organizations with actionable insights that improve patient safety and care.

Learn More: www.saninudge.com | Follow us on Twitter [@saninudge](https://twitter.com/saninudge) or LinkedIn at [sani nudge](https://www.linkedin.com/company/sani-nudge)

Media Contacts:

Nancy Bruton

Head of Marketing

Sani nudge

+45 42 36 08 83

nc@saninudge.com

Media Contact

Sani nudge

nc@saninudge.com

42360883

Erik Husfeldts Vej 7

Source : KondutoAps

[See on IssueWire](#)