

Curriculum Vitae



Heidi Carine Brimi

Email: post@elaborate.no

Phone: +47 932 17 739

CORE COMPETENCIES

30 years of experience in project management and development within culture, experience industries, and tourism. This includes extensive experience with destination development, event production, social media communication, experience design, segmentation, industry networking, strategy and leadership.

EDUCATION

2008: Organization and Change Management. Part of Master of Management, NTNU

2002-2003: Master's degree in Archaeology, Centre for Viking and Medieval Studies, University of Oslo

2001-2002: Major subjects in Archaeology, NTNU

1994-2001: Cand. Mag. with Archaeology, NTNU

PROFESSIONAL EXPERIENCE AND COURSES

2023 – Present: General Manager, Elaborate HC Brimi, ENK

2022 – 2024: Project Manager and Chairman of the Board, Hands On History AS

2016 – 2022: General Manager, Regional Pilgrim Centre Stiklestad AS

2016 – 2020: General Manager, Hands on History AS

2013 – Present: General Manager, Secrets of Norway, ENK

2013: Course in Nature-based Tourism and Experience Design, Innovation Norway

2010 – 2013: Advisor, National Pilgrim Centre, Directorate for Cultural Heritage, Riksantikvaren

2009 – 2010: Senior Advisor, Section for Culture and Business, Statsbygg

2008 – 2009: Assistant Professor and Head of Conservation Department, Norwegian Road Museum, Norwegian Public Roads Administration, Vegdirektoratet

2007 – 2008: Employee Representative, Nordmøre Museum Board

2006 – 2008: Department Head, Nordmøre Museum. Smøla Museum and Norwegian Peatland Museum, Norsk Myrmuseum

2005 – 2007: Project leader, Historical Market, Olavsfestdagene

2004: Historical Market Committee, Olavsfestdagene 2004

2001 – 2007: Various Archaeological Excavations, including for NTNU Vitenskapsmuseet

1998 – 2004: Various assignments for Interactive Experiences AS

PROJECT EXPERIENCE, selected examples

2023- ongoing: Business, communication and concept development. AKS Auskin Creative Center. Elaborate

2023 – ongoing: Business, communication and concept development, Social media strategy and management. Hitra Leirskole, Skårøya opplevelser. Elaborate

2022-2024: Heritage Hub Rasnov. Creating a sustainable management model for the castle and connecting it to the local community. Mioritics, Romania. EEA and Norway Grants project. Project leader for Hands on History AS

2021: Developing Grønset, Business and experience design at Grønset farm and B&B. Innovation Norway. Project leader for Hands on History AS

2020: Scaldic poetry festival at Sagauka, Melhus municipality. Project leader for Hands on History AS

2018-2020: Pilgrims without borders / Pilgrim utan gränser. Culture and destination development. Interreg Project. Project leader for Regionalt Pilegrimssenter Stiklestad AS

2017: King of the hill. A survival and exploration living history game. Project coordinator for Hands on History AS

2016: The Viking Way. Seven days in the Viking age – reenactment event. Project leader for Trondheim Vikinglag.

2016: Historical Re-enactment – a tool for cultural valorisation and sustainable development of the local community. Mioritics, Romania. EEA and Norway Grants. Historical clothing course leader for Trondheim Vikinglag

2015: Trondheim Viking Market. Producer for Trondheim Vikinglag.

2015: Lithuanian Folk Culture center in Vilnius, Lithuania. «Culture for everyone» and deals with the dissemination of intangible cultural heritage and lifelong learning. EEA and Norway Grants. Project assistant for Trondheim Vikinglag

HOBBIES AND VOLUNTEER WORK

Active in local historical societies and non-profit organizations with several volunteer positions throughout the years. Enjoys scuba diving, hiking, science fiction, and traditional crafts.

FOREIGN LANGUAGES

Fluent in English. Basic German.