

“ I know how to transform and grow the business. I know how to optimize processes with digitalization and e-commerce. And I know how to get the right people on the team and keep them motivated ”



MANAGEMENT EXPERIENCE

- | | |
|---|-------------|
| • Company Advisor, Board Member and Investor | 2023 - |
| • CEO - Quooker Skandinavien | 2021 - 2023 |
| • CEO and COO - ALD Automotive Danmark | 2012 - 2021 |
| • Head of Executive Division - EGN | 2010 - 2012 |
| • CEO - Elbil Danmark | 2008 - 2010 |
| • CEO - SMC-Biler, Semler Gruppen | 2004 - 2008 |
| • Commercial C-level positions - FONA and F Group | 1996 - 2004 |
| • Management positions - Q8 | 1988 - 1996 |
| • Early career - Banking and Real Estate | 1981 - 1988 |

BOARD EXPERIENCE

- | | |
|---|-------------|
| • Board Member, Aqua Danmark | 2024 - |
| • Chairman, Cartime Technologies/ParkPark | 2023 - |
| • Chairman, Ztove | 2023 - |
| • Board Member, Andersen Biler | 2022 - |
| • Board Member, Sixt Danmark | 2021 - |
| • Board Member, Quooker Skandinavien | 2019 - 2021 |
| • Deputy Chairman, Dansk e-Mobilitet | 2019 - 2021 |

RELEVANT EDUCATION

- Executive Board Education - CBS
- Grow Programme - INSEAD
- General Management Programme - CEDEP
- Finance and Marketing - CBS
- Middle Management Programme - Q8

PROFESSIONAL AND PERSONAL ATTRIBUTES

- Taking the lead on strategy development, onboarding of the organization and secure implementation
- Manage various stakeholders and communicate vision, mission, and values
- Drive fast decision making based on facts, think out of the box, create good vibes, and empower people

AREAS OF INTEREST

- Business innovation and development
- Change management and business transformation
- Digitalization and e-commerce
- Democratization of Generative AI
- Energy transition and The Green Agenda
- Start-ups, Scale-ups and SME's
- Business Owners, Board Members and Senior Managers