

THE BOOKLET 2022

WHEN THINGS
GO NORTH↑



AARHUS SYMPOSIUM

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WELCOME TO AARHUS SYMPOSIUM

Dear participant,

We are incredibly excited to welcome you to Aarhus Symposium 2022. This year's theme, 'When things go North', seeks to discuss what constitutes future Nordic competitiveness, and how leaders of today brace for tomorrow. We wish you a pleasant and inspiring experience at Aarhus Symposium 2022.

On behalf of the Organising Committee,

REBEKKA JØRGENSEN



NIKOLAS WILKI



The Steering Committee of Aarhus Symposium 2022

WHEN THINGS GO NORTH

THE THEME OF AARHUS SYMPOSIUM 2022

Bridges are more than millions of combined components allowing individuals to cross from one side to another. They also symbolise connections, trust, and cooperation and provide a path over obstacles that facilitates a flow of possibilities. For decades, the Nordics have built bridges to strengthen their base and explore differences and capabilities. However, in recent years, multiple things have gone south: the pandemic, political instability, and the Russian invasion of Ukraine. It puts Nordic competitiveness in limbo and highlights how external forces can burn bridges and shake the ground on which they were built. To conquer the challenges of today, the Nordics must set the foundation for a competitive advantage by building a region resilient to global challenges.

External bridges can support businesses to overcome waves of global uncertainties by linking experience and knowledge. Solidarity and cooperation can compose a strong foundation: the post-pandemic recovery proved that some organisations survived the storm and became even stronger. In times of change, the ability to respond rapidly, show resilience, and combat barriers can be decisive towards composing Nordic competitiveness fit for the future.

For over a decade, the North has been a global powerhouse for green energy solutions, entrepreneurship, and digital integration. Encouraging leaders ensure hori-

zontal bridges are built within their organisation, resulting in a closely tied business community where employees can raise ideas and take risks. As one of the world's most integrated and inclusive regions, the Nordics is wired for organisational success and possess various building blocks for entrepreneurship and innovation. However, today's global changes force Nordic businesses to develop their competitive edge further.

The Nordic countries form a distinctive cluster of small, open, market economies with their unique forms of interplay between regulatory bodies and the business sector. They have fundamental strengths on which to build. Yet, the question is: how do Nordic organisations utilise those strengths to navigate the North in the right direction and secure Nordic competitive advantage? This year's theme of Aarhus Symposium invites leaders to discuss what constitutes Nordic competitiveness and how to reach cutting-edge success when things go North.



PROGRAMME OF THE DAY

11:00 | ARRIVAL

UPPER S-BUILDING

12:00 | WELCOME TO AARHUS SYMPOSIUM 2022

LOWER S AUDITORIUM

12:30 - 13:30 | SESSION 1

13:30 | BREAK WITH LIDL

M-BUILDING, UPPER S-BUILDING & THIRD FLOOR S-BUILDING



14:00 - 15:00 | SESSION 2

15:00 | BREAK WITH PWC

M-BUILDING, UPPER S-BUILDING & THIRD FLOOR S-BUILDING



15:30 - 16:30 | SESSION 3

16:30 | BREAK WITH ARLA

M-BUILDING, UPPER S-BUILDING & THIRD FLOOR S-BUILDING



17:00 - 18:00 | SESSION 4

18:00 | THE AARHUS SYMPOSIUM AWARD

LOWER S AUDITORIUM

18:30 | A BITE TO EAT & NETWORKING

M-BUILDING, UPPER S-BUILDING & THIRD FLOOR S-BUILDING

TRACK 1



M2 AUDITORIUM



M2 AUDITORIUM



LOWER S AUDITORIUM



LOWER S AUDITORIUM

TRACK 2



LOWER S AUDITORIUM



M3 AUDITORIUM



M3 AUDITORIUM



LOWER S AUDITORIUM

TRACK 3



LOWER S AUDITORIUM



LOWER S AUDITORIUM



M2 AUDITORIUM



M2 AUDITORIUM

TRACK 4



M3 AUDITORIUM



LOWER S AUDITORIUM



LOWER S AUDITORIUM



M3 AUDITORIUM



PRESENTING THE SPEAKERS

LARS FRUERGAARD JØRGENSEN

PRESIDENT & CEO,
NOVO NORDISK A/S



IS DIVERSITY AND INCLUSION
GOOD BUSINESS?



LARS FRUERGAARD JØRGENSEN
PRESIDENT & CEO, NOVO NORDISK A/S



JEAN HEDAYAT
HEAD OF LINKEDIN SWEDEN



LAURITS BACH SØRENSEN
PARTNER & CO-FOUNDER,
NORDIC ALPHA PARTNERS



BERIT BASSE
AMBASSADOR, CONSUL GENERAL OF
DENMARK IN NEW YORK



CHRISTIAN HYLDAHL
MANAGING DIRECTOR, HEAD OF
CONTINENTAL EUROPE, BLACKROCK



HENRIK BODSKOV
INCOMING CEO, IO BUSINESS/NNIT



LARS LYSE
CEO, BOLIA.COM



KERSTIN KNAPP
EXECUTIVE VICE PRESIDENT, CHIEF
PEOPLE & CULTURE OFFICER, VESTAS



NICOLAI MORESCO
SENIOR VICE PRESIDENT & GENERAL
MANAGER, DELL TECHNOLOGIES
CENTRAL & NORTH EUROPE



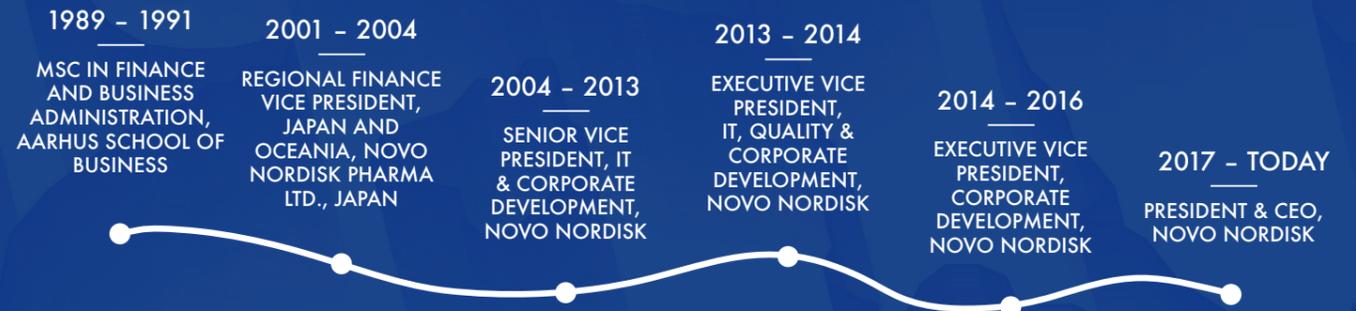
JACOB VITTRUP
CEO, NRG1



CELIA FRANCIS
CHIEF COMMERCIAL OFFICER,
EARTHSHOT LABS



LARS SEIER CHRISTENSEN
FOUNDER & CEO, SEIER CAPITAL
ANDERS SAMUELSEN
CEO, UV MEDICO



DID YOU KNOW?

LARS FRUERGAARD JØRGENSEN...

- Joined Novo Nordisk in 1991 as a graduate and has over the years completed overseas postings in the Netherlands, the US, and Japan
- Serves as First Vice-President at the European Federation of Pharmaceutical Industries and Associations (EFPIA)
- Strongly contributed to lift Novo Nordisk to the strongest financial level ever, where the results under his leadership resulted in the Business Profile of the year in 2021

NOVO NORDISK A/S...

- Employs more than 50,800 people in 80 offices worldwide and markets their products in 168 countries; around 18,000 employees are based in Denmark
- Is a global healthcare company with the purpose of defeating diabetes and other serious chronic diseases such as obesity and rare blood and rare endocrine diseases
- Pioneers scientific breakthroughs, expands access to their medicines and works to prevent and ultimately cure the diseases they treat

JEAN HEDAYAT

HEAD OF LINKEDIN SWEDEN

HOW DO YOU STAY COMPETITIVE IN THE FUTURE WORKFORCE?



LAURITS BACH SØRENSEN

PARTNER & CO-FOUNDER, NORDIC ALPHA PARTNERS

SUCCESSING WITH THE GREEN TRANSFORMATION WITHOUT ENDING IN POVERTY



2000 - 2003

MSC IN SPACE OPERATIONS TECHNOLOGY & MANAGEMENT, UNIVERSITY OF COLORADO

2004 - 2005

SENIOR ACCOUNT EXECUTIVE, MARCUS EVANS

2005 - 2015

VARIOUS ROLES AS MANAGER & DIRECTOR, DELL TECHNOLOGIES

2015 - TODAY

HEAD OF PUBLIC SECTOR & RECRUITMENT INDUSTRY NORDICS, LINKEDIN

2020 - TODAY

HEAD OF LINKEDIN SWEDEN

2003 - 2005

MSC MANAGEMENT OF INNOVATION & BUSINESS DEVELOPMENT, COPENHAGEN BUSINESS SCHOOL

2007 - 2010

SALES MANAGER (ENTERPRISE BUSINESS) FOR EUROPE, MIDDLE EAST & AFRICA, HP

2010 - 2012

CEO, AASTRA TELECOM DENMARK A/S

2013 - 2018

CEO & CHAIRMAN, MICROSHADE A/S

2017 - TODAY

VARIOUS BOARD MEMBER ROLES AT RE-MATCH, AQUAGREEN, DYEMANSION, SPIRII

2017 - TODAY

PARTNER & CO-FOUNDER, NORDIC ALPHA PARTNERS

DID YOU KNOW?

JEAN HEDAYAT...

Is leading the work to develop the Nordics Public sector and Recruitment Industry to be more efficient and effective in their Talent Management work. He is also driving the LinkedIn brand in the Swedish market to create value for the country's over 4 million members

Has driven several major transformations within larger organisations at the regional and global level, focusing on business development, diversity & inclusion and well-being

Is a member of the board of Elevera Group, one of Sweden's largest vocational education companies

LINKEDIN...

Is the world's largest professional network that focuses on professional networking, personal and career development through 18,000+ courses on LinkedIn Learning

Was founded in 2003 with over 850 million members worldwide today and is used in 200 countries with over 58 million registered companies, +120 thousand schools, and +39 thousand skills listed

Has more than 77% of its members outside of the USA. Fifty-two million people use LinkedIn to search for jobs each week

LAURITS BACH SØRENSEN...

Was named one of Berlingske Media's talent 100 in 2011, making him one of the greatest talents in the Danish business community that year

Highly active in pushing forward the global economic sustainability agenda, which is global green transformation based on free market drivers

Has over 20 years of experience spearheading venture businesses, corporate turnarounds, spinouts, private equity fund establishment, investment value creation, exits and stock market listings

DID YOU KNOW?

NORDIC ALPHA PARTNERS...

Was established in 2017 by Laurits Bach Sørensen and four other experienced business executives

Is one of the most sustainable private equity funds in the Nordics, with an investment portfolio of sustainable hard-tech companies that have already abated the environment of 700,000 Tons of CO2 emissions

Stock listed Green Hydrogen Systems and Re-Match in 2021, raising more than 1.5 billion Danish Kroner to accelerate global expansion and the green transformation

BERIT BASSE



AMBASSADOR, CONSUL GENERAL OF DENMARK IN NEW YORK

STAYING AHEAD OF THE COMPETITION - THE IMPORTANCE OF ECONOMIC DIPLOMACY



DID YOU KNOW?

BERIT BASSE...

- Has been with the Ministry of Foreign Affairs since 1997 and has held over ten different positions within the organisation
- Has previously practised underwater yoga and can hold her breath for 3 minutes underwater
- Has been the Danish Ambassador to Singapore & Brunei as well as Consul General of Denmark in both Munich and New York

THE MINISTRY OF FOREIGN AFFAIRS OF DENMARK...

- Is a global organisation working in the interests of Denmark and Danish values contributing to freedom, safety, and welfare for Danes abroad, as well as helping Danish businesses establish connections worldwide
- Has 99 representations across the globe consisting of Embassies, Consulate-Generals, Innovation Centres, Multilateral Representations, and other offices
- Employs more than 1,300 people, of whom 500 work at the Danish representations worldwide

CHRISTIAN HYLDAHL



MANAGING DIRECTOR, HEAD OF CONTINENTAL EUROPE, BLACKROCK

WHAT MAKES THE NORDIC REGION ATTRACTIVE TO INTERNATIONAL INVESTORS



DID YOU KNOW?

CHRISTIAN HYLDAHL...

- Had three gap years after university but finished two studies under the prescribed study period. He had no ambition to have a career in the financial services sector when studying engineering
- Is a keen advocate of gender diversity in the workspace and is on Yahoo Finance's "Heroes Executives Advocate Women Role Model list 2022"
- Is concerned about the speed of the green transition but recognizes there will be bumps on the road and advocates for the transition to be "fair" to prevent social conflict

BLACKROCK...

- Was established in 1988 in New York and is now the world's largest asset manager, with around \$8.5 trillion in assets under management
- Engages in ongoing dialogues with companies on issues related to climate but also on corporate governance, board quality and diversity, remuneration and other topics that matter
- Operates globally with 71 offices in 31 different countries and works with clients in over 100 countries

HENRIK BODSKOV

INCOMING CEO,
IO BUSINESS/NNIT



LEVERAGE TECHNOLOGY TO
TRANSFORM

LARS LYSE

CEO,
BOLIA.COM



A CHANGE TO SOMETHING BETTER
- PEOPLE, PERCEPTION & POSSIBILITIES



DID YOU KNOW?

HENRIK BODSKOV...

- Advocates artificial intelligence and believes in the benefits of using AI ethically and correctly. Moreover, he believes in the general advantages of new technology
- Owns a part of MyLoyal, a digital loyalty solution provider for several companies, including The Old Irish pub, Dansk Erhverv, Stofa, and many more
- Has a strong and broad network and has been a board member of IBM client innovation Center, Digital Hub, DI Digital and Dansk Erhverv

NNIT...

- Was established in 1994 and traces origins to the Novo Nordisk Group. With more than 3,000 employees, NNIT provides IT consultancy, development, implementation, and outsourcing of IT services
- Utilised its deep roots and vast experience in the pharmaceutical industry to specialize in IT solutions for a broad range of industries in which quality and security are top priorities
- Separated its Hybrid Cloud Solution business unit and selected parts of the Cloud & Digital Solutions business as a new IO business division with Henrik Bodskov as CEO

LARS LYSE...

- Has had a long and inspiring career in international retail and e-commerce. He has worked across Europe and EMEA before becoming the CEO of Bolia
- Is passionate about design, creativity, and technology. Lars is furthermore a mountaineer, DJ, private investor, and self-proclaimed familianaire who enjoys life with his family
- Has, since 2020, been an investor and board member of Spottune, a Danish speaker manufacturer. Since 2013, he has furthermore been the Chairman of the board at a design- and communication agency called 727 Communication

BOLIA INTERNATIONAL A/S...

- Is a world-renowned design brand with own showrooms and web shops across 32 countries in Europe and more than 600 premium dealers and agents in over 50 countries worldwide
- Has a collection created by 68 talented designers from 19 countries, who all share a passion for New Scandinavian Design. All designs are handmade, and over 90% are produced within the EU from certified materials
- Promotes, since 2007, creativity and innovation by honouring the upcoming talents of the industry at the annual Bolia Design Awards

DID YOU KNOW?

KERSTIN KNAPP



EXECUTIVE VICE PRESIDENT, CHIEF PEOPLE & CULTURE OFFICER, VESTAS

WHAT IS YOUR NORTH STAR?
THIS IS OURS...

NICOLAI MORESCO



SENIOR VICE PRESIDENT & GENERAL MANAGER, DELL TECHNOLOGIES CENTRAL & NORTH EUROPE

CREATING AN INNOVATIVE AND INCLUSIVE CULTURE



DID YOU KNOW?

KERSTIN MARIELLA KNAPP ...

- Has, in addition to her master's degree in Psychology, a Global Executive MBA double degree in Business Administration and Management from the University of Minnesota and Vienna University of Economics and Business
- Started working with HR more than 15 years ago. Since 2017, she has worked as an external HR Advisor to the International Olympic Committee in Switzerland
- Is originally from Austria, and she spoke at the 51. st, St. Gallen Symposium in Switzerland

VESTAS...

- Started its journey in 1898 on the danish west coast and now plays a central role in positioning Denmark as a frontrunner within sustainability and green technology
- Was in January 2022 named the most sustainable company in the world in Corporate Knights' Global 100 ranking
- Has installed more than anyone else with 157+ GW of wind turbines in 88 countries, and their solutions have already prevented 1.5 billion tonnes of CO₂ from being emitted

NICOLAI MORESCO...

- Holds an executive MBA from Henley Management College, London. He is currently based in Denmark but has worked in UK, India, Italy and Greece
- Is a proactive ambassador for the Catalyst initiative, Men Advocating Real Change, which is a community of men working to create diversity in the workplace
- Has immense experience leading large culturally and geographically diverse organizations and is often participating in panel discussions focused on efforts to promote inclusion and diversity in the technology industry

DELL TECHNOLOGIES...

- Embrace diversity where its leadership create an innovative and inclusive culture that enables them to create technology that ensures widespread accessibility and effective improvement of everyday life
- Won the award "World's Most Ethical Company Award" from Ethisphere Institute in 2022
- Bought EMC for \$67 billion in 2015. This decision still remains the largest pure tech deal in history

DID YOU KNOW?

JACOB VITTRUP



CEO,
NRGI

GREEN TRANSITION IN
TURBULENT TIMES

CELIA FRANCIS



CHIEF COMMERCIAL OFFICER,
EARTHSHOT LABS

CITIES AND NATURE, NORTH AND
SOUTH, TODAY AND TOMORROW



DID YOU KNOW?

JACOB VITTRUP...

- Considers working in a company with a vital purpose for the green transition to be one of the best things about being CEO because he can influence and develop the strategy
- Has a great interest in micro and macroeconomics and has been teaching both subjects for three years at Aarhus University
- Uses some of his free time being passionate about playing football with his old boys football team

NRGI...

- Is a cooperative society owned by 225,000 members and founded in 1917 with a turnover of 2.8 billion
- Is an accelerator for the green transition in Denmark, helping individuals, public institutions, and companies to save CO2 through energy optimisation, the sale of green energy and green solutions
- NRGi has more than 1,500 employees across the country and a head office in Aarhus

CELIA FRANCIS...

- Is an experienced, purpose-driven three times tech CEO and founder of digital and ClimateTech companies. She is experienced in building and scaling businesses, leading teams, raising investment, developing products, deal-making, and marketing
- Is passionate about all things related to sustainable cities and nature-based solutions to climate change supported by the voluntary carbon markets
- Works with various climate and tech startups across Europe in her spare time and runs The Art of Forests alliance, an alliance of the world's top ecosystem restoration operators, which she founded in 2020

EARTHSHOT LABS...

- Chose the name Earthshot to invoke the ambitious decade-long intention to reach the moon
- Is building the technology and expert guidance to develop and finance nature-based carbon projects globally. The mission is to restore nature at the planetary scale
- Bring together investors, carbon buyers, and land stewards in an AI-powered platform to finance ecological restoration projects that are equitable for local communities

DID YOU KNOW?

LARS SEIER CHRISTENSEN

FOUNDER & CEO,
SEIER CAPITAL



BREAKING NEW FRONTIERS IN
POLITICS AND BUSINESS – LOCALLY
AND GLOBALLY – IN A WORLD OF
TURMOIL

ANDERS SAMUELSEN

CEO,
UV MEDICO



BREAKING NEW FRONTIERS IN
POLITICS AND BUSINESS – LOCALLY
AND GLOBALLY – IN A WORLD OF
TURMOIL



DID YOU KNOW?

LARS SEIER CHRISTENSEN...

- Graduated from N. Zahles Upper Secondary School in Copenhagen in 1981. Upon graduating, he embarked on a trip to Spain and opened a restaurant in Torremolinos
- Co-founded Midas Stockbroker Company in 1992. Midas later became Saxo Bank when the company obtained its official status as a European bank in 2001
- Became Chairman of the Board of the Swiss non-profit Concordium Foundation in 2017. Concordium is a regulatory-compliant blockchain that enables quick and safe transactions

SEIER CAPITAL...

- Is a private investment fund wholly owned by Lars Seier with a diverse investment portfolio spanning from art, fashion, technology, financial services, gourmet & fine wine and sports & entertainment
- Owns the majority of the shares of three-star Michelin restaurant, Geranium, which in 2022 was awarded as The World's Best Restaurant, sponsored by S.Pellegrino and Acqua Panna
- Is a major shareholder in Parken Sport, home of the Danish football club, FCK, and the owner of the elite ice hockey team, Rungsted Seier Capital

DID YOU KNOW?

ANDERS SAMUELSEN...

- Started his political career as a part of the Danish Social Liberal Party and co-initiated a new Danish liberal party advocating liberal economic policies named Ny Alliance
- Has written a few books, including the two books titled "Comeback Kid" and "One Union, Many Voices"
- Enjoys spending time on Samsø and has spent a lot of time on the little island throughout his life. He moved to the island in 2019

UV MEDICO...

- Is a team of business entrepreneurs, lighting technologists, and scientific experts focusing on reducing the spread of pathogens
- Has developed a lamp based on UV technology, which according to them, can minimise viruses and bacteria on physical surfaces - including coronavirus
- Launched the first non-harmful filtered far-UVC lamp on the market, enabling businesses and households to use these lamps without harming human skin or eyes

THE OPENING SPEAKER



**TOMMY
AHLERS**

CLIMATE TECH INVESTOR

THE MODERATORS



**ULRIK
HAAGERUP**

FOUNDER & CEO, CONSTRUCTIVE
INSTITUTE (2017 - TODAY)

FORMER OCCUPATIONS

- Executive Director of News, Danmarks Radio (2007 - 2017)
- Editor-in-chief, NORDJYSKE Medier (2002 - 2007)
- Editor-in-Chief, Jyllands-Posten (1994 - 2002)



**SIMON RICHARD
NIELSEN**

EDITOR IN CHIEF,
EUROINVESTOR (2020 - TODAY)

FORMER OCCUPATIONS

- Insight Editor, FinansWatch (2019 - 2020)
- Anchor, TV 2 News (2016 - 2019)
- Partner, Capital Relations (2009 - 2016)
- Financial Editor, Analyst, UK Correspondent and Journalist, Børsen (2000 - 2009)



**MICK
KRISTENSEN**

LEADING NEWS EDITOR,
FINANS (2020 - TODAY)

FORMER OCCUPATIONS

- Journalist & Temporary News Editor, Finans (2017 - 2020)
- Podcast Host, Jyllands-Posten (2020)
- Journalist, Finans (2016)
- Freelance Journalist, Jyllands-Posten (2013 - 2016)



**SØREN LINDING
JAKOBSEN**

COMPANIES EDITOR & COLUMNIST,
FINANS (2015 - TODAY)

FORMER OCCUPATIONS

- Fellow, Aarhus University (2020 - 2021)
- Managing Business Editor, Børsen (2012 - 2015)
- Business Editor, Børsen (2011 - 2012)
- Editor Companies Section, Børsen (2007 - 2011)



**JAKOB
ILLEBORG**

INTERNATIONAL CORRESPONDENT,
BERLINGSKE MEDIA (2020 - TODAY)

FORMER OCCUPATIONS

- Anchor, Discovery Inc (2020)
- London Correspondent, Dagbladet Information (2019 - 2020)
- Anchor of "DR2 Dagen" and "Kontant", Danmarks Radio (2012 - 2019)
- Foreign Correspondent, Danmarks Radio (2010 - 2012)



**DAVID
GULDAGER**

MEDIA ADVISER, SIGDAL &
GULDAGER (2022 - TODAY)
INDEPENDENT CONSULTANT,
DAVID GULDAGER (2020 - TODAY)

FORMER OCCUPATIONS

- Anchor on Go' morgen Danmark, TV2 (2017 - 2021)
- Editor on Beep.tv2.dk, TV2 (2008 - 2018)
- Digital trend communicator, TV2 (2009 - 2017)
- Journalist, Magasinet Digitalt (2006 - 2009)



BECOME AN
ORGANISER



THE ORGANISING COMMITTEE

STEERING COMMITTEE

Rebekka Jørgensen
Nikolas Wilki

FINANCE GROUP

Lucas Grimstrup Jensen
Oliver Moos Hansen
Jesper Drustrup Vestergaard

PROGRAMME GROUP

Laura Hornbæk Svendsen
Søren Lykke Thomsen
Esther Holm Brændgaard
Ida Amalie Smith Johannessen
Rebecca McKay-Holm
Rasmus Schelde Agger
Vaishnavan Satkunanathan
Julie Marie Rønhoff Elholm
Niels-Christian Falkenberg Sloth

BUSINESS RELATIONS

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Frederikke Fischer Holm
Edin Becirovic
Sarah Højlund
Jacob Agerskov Høffner

BUSINESS DEVELOPMENT

Mette Østergaard

MARKETING GROUP

Ditte Dalsgaard Skjelmose
Aksel Ross Vestergaard Petersen
Line Munk Petersen
Rikke Vestergaard Nielsen
Helene Brügger Jørgensen
Steffen Stevnhoved
Daniel Kringelbach
Julie Søndergaard Sørensen

UNIVERSITY ALLIANCES

Mads Junker
Anne Agerskov Høffner
Jonas Stentoft Broch
Sandy Luong

IT GROUP

Casper Bang Dall-Hansen
Anders Kallesøe
Magnus Tschenska Jensen

ESSENTIALS GROUP

Mathias Gislason
Melanie Scheller Nissen
Kristian Storm
Maya Plesner Pagh
Mads Aarup Andersen
Kirstine Selde
Cecilie Armose Jensen

THE PARTNERS OF AARHUS SYMPOSIUM 2022

PREMIUM PARTNERS



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PRODUCT PARTNERS



FOUNDATIONS



LEADERS OF TODAY CONNECTING WITH LEADERS OF TOMORROW

NOVEMBER 4, 2022

WWW.AARHUS-SYMPOSIUM.ORG