

Curriculum Vitae Sept. 2007

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Current positions:

1996-
and 1976 to
83, see below

Associate professor, project coordinator at CBS /Copenhagen Business School, Department of Operations Management. Cutting edge competences: Sports Economics and Management, Competitive Balance in Sports, Mega Sports Events, Dynamic pricing and costing,

Current board memberships:

Listed companies at the Copenhagen Stock exchange:

1987-
Chairman of Land & Leisure Plc. Operating in the Leisure Industry in Scandinavia and the Mediterranean, 5th largest in Europe, net equity €(Euro) 42 Mio., turnover €90 Mio.
Fionia Bank Plc., Vice-chairman for the Shareholders Committee, Denmark's 8th largest bank.

Private placed companies:

Chairman of the boards of:

Chr. Panbo Ltd and Holding, a construction company group. (since 1999)
Froms Bakeries Ltd. Denmark's largest retail bakery group, 90 empl, (since 1985)
Salt Ltd and subsidiary companies, Ejendomssociet  1919 Ltd., Estereva Ltd. Operating in Real Estate, assets €10 mio and net equity of €2,5 mio. The family holding company.
Fuglsang Alle Fredericia ApS, Real Estate investments, assets of €5 mio. (since 2002);
Julemosegaard ApS, Real Investment Development of €40 mio
+ business angel start-ups: CityFys ApS, Baltic Work Force ApS, Netsuite ApS, StopCreditCard ApS,.

Member of the boards of:

Intervare A/S, Denmark's largest internet grocery delivering company, turnover m€15, (since 2000)
Abacus Medicine A/S, one of Denmark's larger importers of medicine.
Difko 28 K/S (Real Estate Investments, assets of €52 mio.) (1997)
Ropenhagen A/S, Industrials
The Storyteller ApS, Branding of experience products and TV-production

Networks:

Member of VL group 23 (www.vl-net.dk),
Consul in Denmark honorary representing the Republic of Sudan.

Former leading positions and significant challenges:

1992-95 CEO and major shareholder of ICE Ltd., London (the World's no. 11 in container leasing then) (3 years).
1990-93 Islef Holding Ltd, (in 1989 one of Denmark's largest construction groups). Head of the restructuring and sale of the in UK/Danish based construction companies
1987-90 Director of the Mergers and Acquisitions branch in AT Kearney (Management Consultants). In charge of several large and international Mergers and Acquisitions.
1986-87 CEO for Cerealia (Havnem llerne) Ltd, No.1 in Scandinavia in cereals.
1985-86 CEO for Antonius Skinkesvin Ltd., company turnover in 1999, €45 Mio.
1982-85 Sales and Marketing Director in Arla Foods (former MD Foods) No.1. in Europe and no. 3 in the World in dairy business. Turnover (est.) in 2003 €6,2 bill.
1973-82 Associate Professor at Copenhagen Business School / SDU-Odense University.
1969-73 Partner and co-founder of PLS Consult A/S, one of Denmark's leading consulting firms specializing in planning for governmental institutions.

IPO's of 3 listed companies
Former top company positions

3 times I have successfully introduced companies to go public at the Copenhagen Stock Exchange
1992/2004 **Bioporto A/S**, biotechnology, market cap of DKK 150 mio. – 5th largest shareholder.
1994 **Small Cap A/S**, financial investments, market cap of DKK 700 mio. – 10th largest shareholder.
1999 **Land&Leisure A/S** in a merge of companies, market cap of DKK 220 mio., 8th largest shareholder.
Difko Investor Society Foundation – a large conglomerate of investments, assets of €2,2 bill. - 4 years
Small Cap A/S – 7 years (see above about IPO's)
Bioporto A/S – 9 years (in two periods) (see above about IPO's)

Papers, books, research and lecturing:

- 2007
- Organizer of the conference June 11th at CBS: The Impact of Sports Activities on The Society". Lecturing at University of Oregon, FIFA MBA studies, University of Auckland, LaTrobe et al.
- 2006
- Organizer of the conference Sept.1 at CBS: Mega Sports Events – Olympic Games to Cph. 2024.
 - Publishing “Dynamic Costing” / Dynamiske omkostninger” (same book in 2 languages) www.ventus.dk ISBN: 87-7681-136-0 and 87-7681-151-4
 - An article printed in “An Amalgam of Sports & Exercise Research”, Edited by Gregory T. Papanikos ISBN: 960-6672-08-5, 364 pages, Hardback, First published in 2006 by ATINER
 - A paper presented at EASM 2006 and ATINER 2006: “The Need of competitive balance in European professional soccer: A lesson to be learned from the North American Professional Leagues”.
- 2005
- Member of the editorial board of the Journal for International Sports Finance.
 - “How do companies set prices and why do they change them?”, A study in application of economic and operations management models in pricing decisions.
- 2004
- Co-Author of “25 years with professional football in Denmark”, ISBN: 87-7955-437-7
 - “The History of the Economical Theories”, Troels Troelsen, ISBN: 87-89501-93-4, www.ventus.dk
 - Member of the scientific evaluation committee of 3rd International Conference on Quality Management in Higher Education.
- 2003
- Design, lecturing, research and course coordinator of 2 elective courses in sports economics and sports marketing (lectured still at different study programs at CBS).
 - A paper presented at the Fordham Pricing Conference, Nov. 2003 in New York: “The PSD-index, a model to measure the combined volatility of product, supply and demand in dynamic pricing”.
- 2002
- Representing the Copenhagen Business School in a 2 year EU-project in Bulgaria. as an EU-expert, EU-Phare, MTP (Management Training Program), a consortia led by Bocconi University, SDI.
 - Co-author of a strategic managerial accounting book. “ Økonomistyringens udfordringer til ledelsen”, Cph. 2002, ISBN 87-574-5813-8. Chapter 5.
 - Author of “The History of the Economic Theories”, Cph. 2002.
 - A Paper at the Conference, Oct. 12, 2002 at “BG 9908.01 Phare MTP Programme” in Bulgaria and tutor of 3 learning cases on the EU-Phare project with emphasis on action learning developments.
- 2001
- 1st International Conference, European Dimension in Quality Assurance, Iasi, Oct. 2001 Session Chairman “Quality Assurance in Higher Education”. Conference Paper: “New Teaching Systems, Teaching Technology and the Assurance of the Quality of Learning”, ISBN-973-590-581-7
- 2000-
- Representing CBS in a 2 year EU-project i Romania. Tempus Phare Joint European Project proposal, JEP 14208: “ To set up a centre of excellence inducing necessary knowledge to support systems for Quality Assurance in a European Dimension”. Together with 6 European business schools.
 - Course-/ workshop, May 2000:“Out-/ insourcing” for IRR and Novo Nordisk Servicepartner A/S.
- 1999-
- Specific Research and Lecturing Majors:
- Competitive pricing considering the cost structures of the company, inclusive e-commerce.
 - Dynamic cost-calculus (ABC, full-cost e.g.) considering degree of competition and time.
 - Managerial Economics and Operations Management.
 - The market place for non-durable consumer goods.
- 1999
1. Virtual Organization Net, ISSN: 1422-9331, www.virtual-organization.net/cgi/journal/list_journal.asp
 2. Claudia Loebbecke and Troels Troelsen: “ Towards Web-Based Investment banking”, a reviewed scientific paper based on a study of the web-based investment bank, Wit Capital.
 3. “BASEC- Basic Managerial Economics ”, a 200 pages textbook for economists available free of charge on the internet: www.econ.cbs.dk/courses/notes
 - 3.A reviewed paper, The Journal “Management Accounting & Informatics”, 99: “The Strategy for a Company based Management Accounting should be able to deal with the time horizon in a flexible manner”.
- 1998
1. Representing Copenhagen Business School on an international project on Distance Learning in Taiwan, (“Omni Education”), in association with Columbia University, NTU of the USA; California State University, UCLA.
 2. New Teaching Systems and Teaching Technology, accepted paper at the 14th. Nordic Conference
- 1997
1. ICTPOL, an international, EU- funded, co-operation between 4 leading business schools in Europe on the use of Information and Communications technologies.
 2. Pedagogical seminars, case- writer courses, distance learning etc.
 3. Study Director of the Building Surveyor and Building Administration studies
- 1996
1. A historical analysis of the development of the BSc in Business Administration at CBS.
 2. Strategic paper on the use of ICT in teaching the course “Managerial Economics”.
- 1983-95
- Various articles and papers on, for example: Distribution Systems and Frequencies, Service Management in long supply chains and Strategic Development Plans for Companies.
- 1979-83
- Research into tax based investments and investment funds and cost-benefit theories.
- 1972-74
- “Empirical and theoretical CBA-analyses” for the Ministry of Cultural Affairs, Printed Book 402 pages, (Doctoral equivalent) and a chapter in the Official report of Sports for the Ministry of Cultural Affairs.
- 1965-73:
- MSc, Econ, (macroeconomics and public economics) from Aarhus University. Top 10% of graduate results. The most requiring economic education in Denmark.

Additional activities and info:

- 1995-2004 Member of the IAAF, Marketing and Promotion Committee. (International Amateur Athletic Federation)
- 2000-1999- President of OA/OGF, one of Denmark's oldest, biggest and strongest athletic clubs. President of Fyns Athletic Federation (FAF)
- 1992-97 President of the Danish Athletic Federation and member of the Danish Olympic Committee.
- 1980-82 Member of the Humanistic Faculty board at Odense University and a Department Chairman.
- 1961- Life-long active sportsman at top-level: 400 m hurdles, 400m and 200m with several championships. a) 2007: World Champion for Masters in the second fastest time ever for the group b) 1989: Masters Games Championships (The Olympics for veterans) c) 1999 and 2007 Nordic Masters Champion and Nordic and Danish record holder in 200m, 300m/ 400m hurdles., d)2004: 2nd in European Championships for Masters. e) 2005 the Words fastest time for masters. f) numerous Danish championships and records.
- Family Married for many years and 2 well educated, happy and grown up daughters
- Languages Very good in English and Scandinavian, good German, fair/some French and Spanish and some Italian. International in cultural communication and understanding. All in all spend 7 years away from Denmark, mostly UK, USA and Africa.