










# LARS DYRHAGEN







## POST GRADUATION PROFESSIONAL CAREER

	2017→	<p><b>Independent Business Advisor</b> [<i>selected clients &amp; projects</i>]:</p> <ul style="list-style-type: none"> <li>– <b>Wolt:</b> Advising Wolt and its international management on courier rights, labour unions and public policies of work safety, food safety and tax reporting.</li> <li>– <b>Bird Scooters:</b> Counseling Bird's EMEA management to engage, educate and negotiate with public policy officials and bureaucrats regarding micro-mobility in Europe.</li> <li>– <b>Airbus:</b> Supporting Airbus' senior management to devise and execute a global public policy strategy for urban air mobility and autonomous flying person vehicles for EU, France, Germany, Singapore and China.</li> </ul>
	2017-22	<p><b>Management Board Member &amp; Advisor, Practio:</b> Working closely with founders and investors to devise and execute strategies to open public reimbursement for new digital health solutions in Denmark, France, Germany, Sweden and the UK. Until October 2019, member of the management board, later counselled the company in my capacity as a shareholder.</p>
	2015-17	<p><b>Head of Public Policy Northern Europe, Uber BV.:</b> As Uber's first corporate person on the ground in Northern Europe, I helped build a cross-functional PR, public policy and legal team to communicate the transformation of the transportation sector and its benefits to politicians, opinion shapers, the media, the public, and NGOs. Key results include:</p> <ul style="list-style-type: none"> <li>– <b>Negotiating regulatory deals in Finland, Sweden and Norway</b> which embraced digitalisation in transportation and sustainably regulated Uber on taxation and on driver and vehicle requirements.</li> <li>– <b>Keeping markets open for Uber</b> in Denmark, Sweden and Norway despite political and regulatory friction.</li> <li>– <b>Policy development</b> drafting Uber's global responses on tax reporting, trade unions and rural areas</li> </ul>
	2013-15	<p><b>Executive Director, Ogilvy PR / Mannov A/S:</b> Besides managing the team of highly skilled PR relations professionals, I was the advisor and account executive for international and Scandinavian engagements, such as:</p> <ul style="list-style-type: none"> <li>– <b>Supporting the obtaining of e-money licence in African markets</b> to an IT company with an innovative platform for money transfers for both private and business use.</li> <li>– <b>Helping a trade union with legal industrial action against Europe's largest airline carrier</b> that used the complexity of legislation to forum shopping between EU-member states.</li> <li>– <b>Opening the market for an innovative company that did not capitalise on its invention</b> because of lack of enforcement of Eurocode EN1168 in Denmark and Sweden.</li> </ul>
	2012→	<p><b>Lecturer, Copenhagen Business School:</b> Teaching courses that aim at equipping master students to understand public policy and its impact on business and big tech platforms.</p>
	2007-12	<p><b>Group Vice President, Danfoss A/S:</b> In addition to building the Group's Global Public Affairs &amp; Policy team, and establishing the EU-rep office in Brussels, my main achievements were:</p> <ul style="list-style-type: none"> <li>– <b>Impacting EU legislation with documented amendments</b> when amending district heating and cooling to Art. 13.3 in Directive 2009/28/EC or designing the accounting of renewable energy from heat pumps in Annex VII in the same dossier. I also initiated, devised and changed Art. 15.3 of Directive 2010/31/EU on inspection of HVAC systems simultaneously to the inspection of leakages.</li> <li>– <b>Settling international disputes politically</b> before becoming legal issues, e.g., when facilitating a 3.8 mUSD release and a 2.9 mUSD release in Latin American countries.</li> <li>– <b>Counselling executives on political risks</b> which, for instance, resulted in a suspension of a business plan in the Middle East, and changed the course of a brownfield investment in Mexico.</li> </ul> <p>Initially employed as a Business Development Consultant. Constantly promoted internally to Manager (2007); Director (2008); Senior Director (2009); until Vice President (2010).</p>




## FORMAL EDUCATION

	2010	<b>Executive Certificate in Strategic Communication, Columbia University, NYC (USA).</b> Courses in crisis communication, corporate communication and internal communication.
	2006-08	<b>CEMS Master in International Management, CBS &amp; Universität St. Gallen (CH).</b> The main load of my academic works within the fields of biopharmaceutical technology & sustainability.
	2005-07	<b>MSc in Economics &amp; Business Administration, Copenhagen Business School, CBS (DK)</b> with majors in innovation and business development. Thesis with Grundfos on technological standards regulated through EU policies.
	2002-05	<b>BSc in International Business, CBS.</b> Thesis on pharmaceutical innovation in the EU.



## SELECTED POSITIONS OF TRUST & NETWORKS

	2013-16	<b>Member of the Advisory Board for the Department of Management, Society and Communication at CBS.</b> The Board's main task is to fit the programmes BA and MA in International Business Communication to meet the demand for future employment.
 	2003 & 2009-12	<b>European Union &amp; United Nations forum leadership positions:</b> <ul style="list-style-type: none"> <li>– <i>Co-chairman of the advisory board of the inter-governmental Global Green Growth Forum, Rio de Janeiro, Brazil (2012).</i></li> <li>– <i>Member of the Board of Directors, EU Alliance to Save Energy, Brussels, Belgium (2010-12).</i></li> <li>– <i>Member of the Board of Directors, EuroAce, Brussels, Belgium (2009-11).</i></li> <li>– <i>Chairman of Committee on Energy &amp; Climate Confed. of Building Material Industries (2009-10).</i></li> <li>– <i>Parliamentarian Delegate to the United Nations General Assembly in New York, USA, appointed by the Danish Government (2003).</i></li> </ul>
	2009	<b>Appointed by the Danish Minister for Environment to his advisory board on Eco-Innovation</b> which laid down the political priorities on environmental technologies within water, air, waste and chemicals.

## PUBLICATIONS, HONOURS & SPORTS ACHIEVEMENTS

	2009	Selected as one of Denmark's most talented business professionals by Danish business magazine Berlingske Nyhedsmagasin.
	2008	"Communication and Adaptation – staying on top of new legislation may ensure a competitive edge for today's business", Communication Director, 2008, Ole Daugbjerg & Lars Dyrhagen.
	1993-98	Danish National Team Swimmer with more than 50 medals at international competitions. Best international results include finals in 100 backstroke (4th) and 400 medley relay (5th) at the 1995 EYOF Youth Olympics, and a silver medal in 800 freestyle relay at 1997 Multinations.

## PERSONAL DETAILS & LANGUAGE SKILLS

Full name	Lars Amadou Dyrhagen		Nationality	Danish citizen & passport holder		
Phone & WhatsApp	(+507) 63673654   (+45) 26120099		Email	dyrhagen@me.com		
Languages (CEFR scale)	 <b>English</b> Fluent (C2)	 <b>Danish</b> Native fluent (C2)	 <b>German</b> Advanced (B2)	 <b>Spanish</b> Intermediate (B1)	 <b>Turkish</b> Intermediate (A2)	