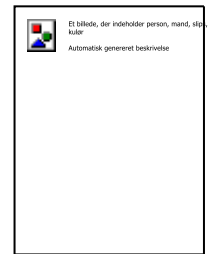


**Lars Brovil**

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## “IT’S ALL ABOUT BOXING”

### PERSONAL DATA

DOB: 29. February 1964

Private: Married with Charlotte, HR Director in Ikea Global

### PROFIL – AS PERSON AND AS MANAGER

- Solution oriented and open minded
- Team player with focus on personal care with each individual person at the center
- Motivated by working with people and performance across the organization
- Creating team results through and with people
- Measuring point behavior at eye level is a fixed part of my mind set and culture
- Ability to establish ongoing relationships across organizations and culture, internally and externally
- Strong in market mechanisms and negotiation techniques, around all stages of the value chain
- Thrives on a high level of activity with many stakeholders
- Strong on Communications across stakeholders

### “Words of wisdom”

- “You have to look from the outside and in – to change internal understanding, culture, performance and behavior”

### BUSINESS-RELATED EXPERIENCE

- 2020 - Flensted Food Group A/S Denmark  
Head of Sales / COO and part of the Company Board
- 1989 - 2020 Danish Crown Professional AMBA - Denmark  
Senior Business Unit Director – (B2C/B2B) – Member of Top 10 management group  
CEO Pölsemanne AB Sweden – Subsidiary company of Danish Crown Denmark
- 1984 – 1986 Military – The Navy
- 1980 – 1984 University degree (Sales, marketing, and communication)

### Diploma courses and training

- Danish Crown Top Management Leadership (MBA level)
  - Strategically procurement
  - Personal performance and communication behavior
  - Change management culture
  - Management and Board Education
  - Project management across organization
  - Team development and team management
  - Marketing and Innovation process and behavior
-

# CV – April 2022

## Lars Brovil

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## BOXING & SPORTS BACKGROUND

- Boxer at national level
- Board member in Club Boxing
- Coach for boxers - U19 level
- R/J national level since 1992
- R/J 3 star since 2008 to 2017
- 2012 Olympic R/J
- WSB R/J for 8 seasons
- IBA / AIBA R/J instructor
- IBA / AIBA ITO - 2018
- IBA / AIBA ITO – 2018 (R/J evaluator)
- President Danish Boxing Association since 2017
- Member of the Scandinavian Boxing Network group
- House of Sport Denmark (part of NOC Denmark) – member of develop committee

## LANGUAGE

Danish – Mother tongue

English – Business level

German – Business level

Swedish – Business level

Norwegian – Business Level

“IT’S ALL ABOUT BOXING”