



PRESS RELEASE

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KIRKBI welcomes Caroline Knudsen as Chief People Officer

Billund, Denmark 25 September 2024 – KIRKBI A/S today announced the appointment of Caroline Knudsen as its new Chief People Office. Caroline will join KIRKBI from 1 February 2025, when she has completed her current responsibilities in AUDEO, a Norwegian-based consultancy specialized in leadership and board efficacy and senior succession strategies.

Caroline has for the past two decades worked internationally with development of highly efficient boards and executive teams, succession planning, organizational change as well as senior leadership assessment and improvement. Since 2005 as Managing Partner in AUDEO and prior to that in leading executive search firms.

Søren Thorup Sørensen, CEO of KIRKBI, says: “With her global experience and strategic capabilities in executive, talent and organizational development, Caroline will be instrumental in delivering on the long-term vision for KIRKBI. Having worked internationally with family offices and larger companies, she is a great match to KIRKBI – and on top of that she brings an amazing energy and personality to the organization.”

During her tenure with AUDEO, Caroline has focused on the financial, telco, and industrial sectors and worked with private and public-owned companies. She has specialized in family ownership and long-term value generation, which is part of her motivation for joining KIRKBI.

“When managed well, family ownership has a particular potential to drive value creation and create impact over generations, and the Kirk Kristiansen family is truly unique in its focus on building a sustainable future for the family ownership. Also, I am personally very motivated by the long-term vision set out for KIRKBI focused on children and climate and I look forward to playing my part in bringing that vision to life”, says Caroline Knudsen.

Irene Dahl-Hansen, current Head of HR in KIRKBI has been asked to take on a broader leadership responsibility for the Family Office in KIRKBI which will also include family businesses and private foundations from the new year. She will transition into the role as Head of Family Office from 1 January 2025.

CV – Caroline Knudsen

Business Experience

- 2005 – Present: AUDEO – Managing Partner
- 2002 – 2005: ISCO Group A/S – Principal
- 1998 – 2002: Korn/Ferry International (London) – Senior Associate

Non-Executive Board Positions

- 2008- Present: LSE Alumni Norway – Chair of the Board





- 2013-2018: WWF Norway – Board member and Vice Chair of the Board

Education

- 1997: Master of Science (MSc) Social and Organizational Psychology from the London School of Economics and Political Science
- 1996: Bachelor of Science (BSc) Economics and Finance from the Norwegian School of Economics and Business Administration
- 1993: Diploma, French Literature and Civilization from the University of Bordeaux

About KIRKBI

KIRKBI A/S is the Kirk Kristiansen family's private holding and investment company founded to build a sustainable future for the family ownership of the LEGO® brand through generations. Our work is focused on three fundamental tasks all contributing to enabling the Kirk Kristiansen family to succeed with the mission to inspire and develop the builders of tomorrow: We work to protect, develop and leverage the LEGO brand across all the LEGO branded entities. We are committed to a long-term and responsible investment strategy to ensure a sound financial foundation for the owner family's activities as well as contributing to a sustainable development in the world. And, we are dedicated to support the family members as they prepare for future generations to continue the active and engaged ownership as well as supporting their private activities, companies and philanthropic work. See www.KIRKBI.com

PRESS CONTACT

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