



## BOARD PROFILE Eva Fischer Hansen

**Entrepreneur, Boardwoman**

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## OWNER-LED COMPANIES WITH FOCUS ON TRANSFORMATION AND INTERNATIONAL GROWTH

### VISION

- Interested in board positions in Denmark and Norway, e.g. in companies like 1) are in the process of generation change, or 2) are in the process of going from pure owner management to externally recruited management, or 3) an entrepreneurial expanding company that several owners will collaborate on. The company can be in several business-to-business industries.
- Within these types of companies, I have extensive experience of bridging different interests, and helping change processes lead to effective solutions and execution. The board position may be board member, vice chairman, or chairman of the board, who can professionalise and lead the board, create a good environment, collaborative power and progress.
- Desired challenges that are consistent with my experience could include segmentation and geographical growth, internationalisation of a small/medium business, reassessment/adjustment of vision and strategy, governance and professionalisation of the Board of Directors and the Executive Board, sparring with the Executive Board on the organisation and management of subsidiaries, stakeholder management, bank negotiations and environmentally conscious/sustainable product development.
- I can contribute with 20 years of experience in managing my own startup, and solid personal experience from our family-owned company Brunata International, where I, in my 7 years as a the manager of board work, took the company through the professionalisation of the Board of Directors and the Executive Board, European growth market strategy with organisational optimisation, strategic and economic turn-around, preparation and implementation of the group's 2018 sales to a major global buyer at double the market valuation.  
<https://nordicaccent.com/wp-content/uploads/2019/01/Børsen-24-august-2018-salg-af-Brunata.pdf>

### EXPERIENCE

- Director of Brunata's Norwegian Sales Company for 5 years, and entrepreneur in own sailmaker business since youth.
- Board experience as Vice Chairman (with responsibility for board work), and subsequently appointed Chairwoman, of Brunata International A/S, a 100-year Danish family-owned cleantech company with sales in 17 countries and a turnover of approximately DKK 260 million, and top-two position on the Danish market. Under my leadership, the Board of Directors has recently initiated a comprehensive successful transformation programme and noticeable turnaround for both strategy and sound business operations.
- Active in organizations for family-owned businesses. Keynote speaker on family-owned companies' opportunities and challenges at Family Business Network, INSEAD and CBS.
- Communications-trained media spokesperson for the family business Brunata.



## CORE COMPETENCIES

- **GROWTH:** Focus on the entire value chain in the strategic development of the company, including ensuring system and process transparency so that the operational part of the business functions; also as a basis for growth strategy. Negotiation experience with financial collaborators, investors and external advisors. Preparation for and sale of company, as well as transfer negotiations in an international context.
- **CHANGES:** Brings solid experience of: 1) Preparing and reviewing the process of professionalising management in an owner-led company. 2) Selectively involving, and setting up frameworks for, external advisors with specialist skills. 3) Bridging between different internal and external company stakeholders, so that they are included in the transformation journey.
- **BUSINESS EXECUTION AND OWNERSHIP:** Personal experience and understanding of owners' needs and access to lead the company, and can therefore help a board to anticipate and adapt the company's development and opportunities, without compromising the core values a company wishes to maintain.

## BOARD CONTRIBUTIONS

Sees problems from multiple angles. Thinks holistically and poses challenging questions that ensure reflection within the board.  
Quick to have an overview of complex changes. Focus on maintaining the balance between a company's values and necessary changes. Engaged and humorous approach to creating collaborative power and progress in the board.

As I have travelled weekly between Denmark and my home in Norway to fulfil my obligations as chairwoman of Brunata, I have good knowledge of both Danish and Norwegian business relations, and my international organization work gives me a global outlook and interest.

## REFERENCES

**Christian Mariager**, Operating Partner - L Catterton UK Advisors

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**Thomas Frommelt**, Auditor, Deloitte

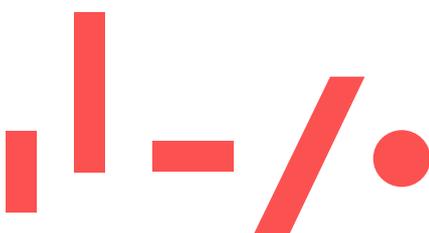
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**Eva Fischer Hansen**  
**Chairman of the Board**

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