

# HANNE MARTHINE FREDERIKSEN

## ANALYTICAL LAWYER SPECIALIZED IN B2C COMPANIES



### Board of Directors Positions

- 2019 –  
Board member in the Danish company A/S af 3. juni 1986, company reg. no (CVR) 45289516  
*The company's main activity is to operate the Spanish resort Club La Santa. The company is the parent company of companies in both Denmark, Germany, Great Britain and Spain.*
- 2019 –  
Chairman of the board in the Danish foundation Asger Bonnevie og Bodil Erlands Leerskov Bonnevis Fond, company reg. no (CVR) 41102306  
*The foundation is a non-profit foundation that distributes funds for the benefit of patients and employees at the Danish hospital Bispebjerg Hospital.*

### Networking

- Member of the Danish Board Leadership Society (in Danish "Bestyrelsesforeningen")
- Member of the board member network SelectionF

### Experience

- 2011 –  
Attorney and partner (since 2018) in the Danish law firm Advokatfirmaet Poul Schmith, Kammeradvokaten I/S  
*The company is one of the biggest law firms in Denmark with 700 employees*
- 2007 – 2011  
Assistant attorney and attorney in the Danish law firm Kromann Reumert

### Management Education

- 2017 CBS Board Leadership Education  
Completed the CBS Board Leadership Education and graduated with distinction.

### Basic Education

- 2002 – 2007  
MA in law (cand.jur.) from University of Copenhagen  
Professional focus: corporate law and international law.

### Languages

Danish: Mother tongue  
English: Fluent  
Spanish: Advanced knowledge  
German: Advanced knowledge  
Nordic: Advanced knowledge

### Spare time

I am energised by maintaining a physically and mentally active lifestyle. For those reasons I practice yoga and jogging and like to expand my horizons by travelling and reading both fiction and non-fiction literature.

### Personal

Address: Egernevvej 6, 2000 Frederiksberg  
E-mail: [hannemarthine@hotmail.com](mailto:hannemarthine@hotmail.com)  
Phone: +45 50778477  
Born: 1981  
Family: Married to Mikkel and have four children born in 2011, 2013, 2019 and 2020.

My great interest and ambition is to help B2C companies grow through strategic and organizational development and legal management. I have had the pleasure of working with mainly B2C companies with big ambitions and in rapid development. I have thereby gained a deep insight into how to develop and manage a company within the B2C sector for the company to succeed and gain the necessary consumer and market trust. My experience as a lawyer and trusted advisor over the last 15 years has given me a deep understanding of how to ensure that the relevant company and governance structures are put in place for the company to develop in the right direction and create value in the market and for the shareholders.

I can contribute with experience within the following areas:

- Legal management
- Risk management
- Strategic development and execution
- Growth, organizational development and M&A
- Program and process management
- Leadership
- Stakeholder and shareholder management
- Governance structures

### My background

I am an experienced lawyer with 15 years of experience as a lawyer and partner in two of the top law firms in Denmark. In my position as a lawyer and partner I have assisted various companies and gained substantial experience in finding legal solutions that fit with the company's business needs within a broad range of legal areas, including consumer law, company law, and M&A processes. I especially enjoy combining law with business needs to achieve the best results possible for the company in question.

I have solid management experience from leading employees as well as big programs and processes through to completion.

### What I offer as a board member

As a board member I offer ambitious companies that can see the value in professional collaboration, a result-oriented and committed approach that can strengthen the company's development and overall competencies.

I can contribute with great legal understanding and business understanding as well as solid management experience within the B2C sector. I draw my energy from working with people that are passionate, value driven, honest, and hard working.

For me, a close cooperation between the Board of Directors and the Executive Board is crucial to ensure that the strategic goals are realized. In my opinion, the board should be an inspiring, competent and empathetic sparring partner for the management and leadership. Therefore, I make myself available for ongoing dialogue and sparring between board meetings.

I have an analytical, value driven and systematic approach and am passionate about ensuring that the company's strategy, visions, and values are supported in the best possible way through a systematic, structured and quality focused approach that result in great consumer and market trust. I am positive, constructive, and honest with high commitment. I have a clear, logical mind with a practical approach to problem-solving and a drive to see things through to completion.