

Board Profile – Annemette Vestergaard Thomsen

Annemette Vestergaard Thomsen
Krostien 1, Nødebo, 3480 Fredensborg, Denmark
Tel.: +45 20 19 93 53
Mail: AVT@avtadvisory.com

Married to Flemming; two children – Marie (20) and Christoffer (18)
Date of Birth: 141271

<https://www.linkedin.com/in/annemette-v-thomsen/>



International Growth – Strategy & Execution – Nordic Leadership – FMCG

International management executive, advisor, and board member with a strong track-record in strategic business development and creating profitable growth in the FMCG industry – both on corporate level and in start-up environments. Holistic business understanding with P&L responsibility and a strong drive for delivering results by turning strategies into execution excellence while managing risks responsibly.

Key Competences:

- Strategic mindset with proven ability to develop and communicate business strategies; secure strategic alignment in the leadership team; but equally important get buy-in from organisation and drive results through execution power and change management
- International growth in most channels and markets through customer-orientation, innovation, value-creation and establishing a clear point of differentiation. Expert in distributor collaboration and creating win-win solutions with major retailers, foodservice operators and in global Travel Retail
- P&L management with deep understanding of the key drivers for optimising a Group P&L in companies with broad value chain control – both in growth and turn-around scenarios
- International leadership skills with focus on organizational development and leading teams to peak performance. Understands the subtle cultural differences within the Nordics that can have a major impact on results

Value Adding:

I have a passion and proven track-record for helping FMCG businesses develop a profitable position internationally. As a board member my priority is to support and challenge the management team to focus on the key strategic tasks while striking the right balance between performance and transformation. I enjoy influencing progress and have a transparent and pragmatic approach, with personal integrity and trustworthiness as key values. Having lived and worked abroad on several occasions; I bring an outside-in mindset to the table as well as a large international network. I have worked extensively with people management in the Nordics and have a sound understanding of the cultural differences within the region. My career spans from executive management positions in corporations to advisor roles in owner-managed start-ups and non-for-profit organizations.

Education:

Board Certificate at Board Company

October 2021

Master's in international business and Modern Languages (Cand. Negot)

1991-1996

Board Positions:

2023 – Present	Board member; Bräuner FMCG ApS
2023 – Present	Board member; Sourzing A/S
2022 – Present	Board member; Sv. Michelsen Chokolade A/S
2022 – Present	Advisory Board member; Lovemade ApS
2021 – Present	Advisory Board member; Thornæs Destilleri A/S => board member after next general assembly
2013 – 2017	Board member; Toms Sweden AB, Sweden
2011 – 2012	Board member; Danish-American Business Forum, Denmark

Professional Experience:

2017 – Present	International Business Advisor; AVT Advisory, Denmark & Australia (2017-2021)
2013 – 2017	VP International Sales; Toms Confectionery Group, Denmark Part of Group Management with reference to the CEO 650mDKK revenue (P&L responsibility); Quadrupled international profit in 4 years 45+ employees; 6 direct reports (DK, SE & NO) Lead the transformation of Toms Group from a Danish business to a true international company where international markets became the core strategic growth agenda
2012 – 2013	Business Director – International & Sweden; Toms Confectionery Group, Denmark
1998 – 2013	Various international sales roles; Toms Confectionery Group, Denmark