

Curriculum Vitae

Lars Nordenankar



Current position

Owner- Nordmarketing

Country Manager Nordic Countries – Bio Diets EU Ltd.

Work experience

Founder of Nordmarketing (1982 -)

A trading company mainly supplying food ingredients, both conventional and organic, to food industries. During the last 15 years we have mainly specialized in Juice Concentrates, NFC-juices, Frozen Berries and Organic Sugar. We supply to a range of food manufacturers, from smaller operations to some of the largest manufacturers in Scandinavia. We source our products from all parts of the world. We're also involved in exporting native Swedish berries and a small number of other food products to Europe and Asia. We have excellent international business skills and in depth knowledge regarding international freight, customs and logistics. When required we can handle the whole supply chain from supplier to end client.

Co-Founder of Brahe Idé (1979-1982)

An advertising and marketing agency in Sweden – in 1982 I sold my share to our copywriter.

Assistant to the Swedish Trade Commissioner in Melbourne, Australia (1978 (one year contract))

Market Research, Market Analysis & Market planning for Swedish companies who wanted to establish branch offices or export to Australia. After my contract ended I was offered a permanent position but I was already involved in opening up Brahe Idé with a business partner.

Project Manager at AB Gumaelius Advertising Agency (1976-1977)

At that time one of the largest advertising agencies in Sweden.

Education

Master degree in Economics and Marketing from the University of Lund, Sweden (graduated

1975) Over the years I have also done a number of different courses in Trading & Marketing.

I am well educated in Chemistry and Biology and have therefore no problems to understand and take part in discussions with suppliers and buyers Food Technicians.

Language

Swedish - Fluent, spoken and written

English - Fluent, spoken and written

Danish - Full understanding

Norwegian - Full understanding

German - Conversation level

French - Beginners level