
MORTEN VON HAFENBRÄDL

Born: 1960-09-24

Education: Degree in Economics (BI)

Languages: English, Swedish and Danish.
Some German, French and Spanish

Board of Directors Exeperience:

1991 - present Chairman of the board and owner of MVH Holding AS and its subsidiaries (MVH Consulting AS and MVH Trading AS)

2007 - 2008 Chairman of the board of Market Development Partner AS

2001 - 2003 Chairman of the board of Brygga Fjordkro AS

2000 - 2005 Member of the board of Storebrand Luxemburg S.A

2000 - 2005 Member of the board of Norwegian Mutual Funds Association

1994 - 1999 Member of the board of EmProf AS

1991 - 2006 Member of the board of Financial Marketing Services AS
Member of the board of IE-Partner AS

Professional Experience:

2015 - present **Negotiating for Launching the Exclusive distribution of a new high-end product line in Norway**
Established an exclusive distribution network of a new high-end brand and products in Norway including selecting professional dealers, B2B and adapting the netshop www.koffertkompaniet.no.
All activities to be organised in MVH Trading AS

2013 - present **Launching the Exclusive distribution of VAUDE Packs 'n Bags product line in Norway**
Established an exclusive distribution network of VAUDE brand and products in Norway including selecting professional dealers, B2B and adapting the netshop www.koffertkompaniet.no.
All activities organised in MVH Trading AS

2012 - present **Launching the Exclusive distribution of RIMOWA product line in Norway**
Established an exclusive distribution network of RIMOWA high-end brand

and products in Norway including selecting professional dealers, B2B and setting up the netshop www.koffertkompaniet.no.
All activities organised in MVH Trading AS

- 2011 - present** **Launching Mosquito Killer® onto the Norwegian market**
Product development, Supplier selection, Authority approval process and finally setting up the distribution of the product in Norway hereunder also the netshop www.killer.no.
All activities organised in MVH Trading AS
- 2010 - present** **MVH Trading AS established to organise R&D and distribution rights**
Within the company structure it was decided to establish a Product Line-of-Business in addition to the Consultancy Line of Business. The company is responsible for R&D activities, evaluating new brands and implementing them into the market segments decided within the Nordic region.
- 2007 - present** **Danske Capital (division of Den Danske Bank), Copenhagen**
Consultant and Project Manager for launching new Reporting solution including STP in all processes.

Consultant and Project Manager for launching new derivatives instruments to the organisation as well as setting up optimised processes and control procedures, hereunder implementing an EMIR compliant solution.

Consultant and Project Manager for migrating the fund company Danske Invest into Danske Capital, Denmark.

Consultant and Project Manager for optimising the operations of the Fund- and Asset Management in Danske Capital, Finland.

Strategy Consultant for developing and implementing the Global Operational Strategy for Danske Capital, Denmark.

Consultant and Project Manager for migrating Mandatum Asset Management and Sampo Fund Management into Danske Capital, Denmark.
- 2001 - 2005** **Storebrand Kapitalforvaltning AS, Oslo**
Chief Operating Officer (COO) and Chief Technical Officer (CTO)
- 2000 - 2003** **Storebrand Fondene AS, Oslo**
Headhunted as Chief Executive Officer (CEO)
- 1998 - 2000** **Storebrand Fondene AS, Oslo**
Management for hire Consultant - IT Manager for Funds and Units Linked business with focus on Strategy and Development.
- 1998** **Provida ASA, Oslo (later acquired by TietoEnator)**
Consultant - Marketing survey for system solutions for fund management in Central Europe
- 1996 - 1997** **Gjensidige, Oslo**
Consultant and Project Manager - Establishing of a new line of business - Unit Linked Business, including Market Strategy and Marketing, Product Development, System Development and establishing the company structure.
- 1996** **Forsäkringsbolaget SPP Ömsesidigt, Stockholm (now Alecta)**
Management Consultant - Implementation of new business strategy

- 1994 - 1999** **EmProf Invest AS**
 Management for hire and CEO - Development and implementation of the company's IT solution for Norwegian Real Estate brokers.
- Responsible for the M&A activity with the objective to sell the company.
 Sold with success to Midas Data AS.
- The system is currently the market leader in Norway.
- 1994 - 1996** **SPP Liv AB, Stockholm (later acquired by Handelsbanken)**
 Strategy Consultant - Development and implementation of the company's IT strategy.
- Consultant and Project Manager - Establishing of a new line of business - Unit Linked Business, including Market Strategy and Marketing, Product Development, System Development and establishing the company structure.
- Management for hire Consultant - Head of IT with focus on Development and implementation of IT-strategy
- 1992 - 1994** **Norsk Informasjonsteknologi AS, Oslo (later acquired by IBM)**
 Headhunted as Senior Vice President - Head of Software development
- 1992 - 1992** **JMA Information Engineering, London (later acquired by Texas Instruments)**
 Headhunted as Senior Project Manager and later Consultancy Manager for Norwegian Market
- 1991 - 1992** **Spadab ab, Stockholm (now a division of Swedbank)**
 Consultant and Project Manager - development of system portfolio
- 1989 - 1991** **NSD - Nordisk Spardata, Oslo**
 Project Manager - Projects involving savings banks in Finland, Sweden, Denmark and Norway and their data centres
- 1982 - 1989** **Fellesdata AS, Oslo (later EDB AS and now EVRY AS)**
 System development to The Financial Market
 Project Manager for different development projects to The Financial Market.
- Others:**
- 2005 - 2006** **Author and Publisher**
 Author and Publisher of 3 books - Motorcycle tourism in Norway
 See: www.euro-touring.no