



# Jørgen Vig Knudstorp

Special Partner to the LEGO Brand Owner Family, KIRKBI Group

AGE  
55

DIRECTOR SINCE  
2017



FAVORITE DRINK  
**Caramel Macchiato**

## INDEPENDENT

### COMMITTEES

- Audit Committee
- Impact Committee
- Nominating/Governance Committee (chair)

### SKILLS

BRD CSR DIV ENV FIN

IND INT PUB SNR

### OTHER PUBLIC BOARDS WITHIN THE PAST FIVE YEARS

- None

### OTHER AFFILIATIONS

- Board of Directors, The Lego Group (since 2017)

## PROFESSIONAL BACKGROUND

JØRGEN VIG KNUDSTORP has, since September 2023, served as, Special Partner to the LEGO Brand Owner Family of KIRKBI Group, the holding company for Lego Brand and LEGO Group, a privately held, family-owned leading toy manufacturer, with responsibility for brand and business development. From 2017 to 2023, Mr. Knudstorp served as Executive Chairman of the LEGO Brand Group, owner of the LEGO brand. From 2004 to 2016, he served as President and Chief Executive Officer of the LEGO Group. He previously held various leadership positions at the LEGO Group from 2001 to 2004, including Senior Vice President, Corporate Affairs Vice President, Strategic Development Senior Director, Global Strategic Development & Alliance Management; and Director, Strategic Development. Prior to joining the LEGO Group, Mr. Knudstorp served as a Management Consultant at McKinsey & Company, a management consulting firm, from 1998 to 2001.

## RELEVANT SKILLS AND EXPERIENCE

Mr. Knudstorp brings to the board his top executive leadership experience at one of the world's most renowned toy manufacturers, which has a highly recognizable brand and a record of innovation. His extensive global leadership experience provides the board with unique insights and knowledge of brand and digital marketing, strategy, consumer products, development and nurturing of human

capital and organizational culture and values, environmental impact, finance, capital allocation, international operations and distribution, and formation and management of strategic alliances, and Mr. Knudstorp brings experience in building an authentic brand across sustainability considerations in addition to product and employee experiences.