



Jørgen Vig Knudstrup

1st Deputy Chair of the Board

Born: 1968 | **Gender:** Male

Education: Master's degree in economics and PhD from the University of Aarhus

Year elected: 2008

Re-elected: Yes

Term expires: 2026



Short bio: Member of the KIRKBI Group leadership team with responsibility for brand and business development. Served as Executive Chairman of the LEGO Brand Group 2017–23, and CEO of the LEGO Group 2004–2016. Member of IMD Supervisory Board and Executive Advisor to the venture fund Innovation Endeavors, LLC.

Special competences: Business development, sales, marketing, production and board work.

Other management positions: Board member of BrainPOP Group, Inc. LEGO A/S, LEGO Juris A/S, Merlin Entertainment Ltd. and Starbucks Coffee Company.

Owns shares, options, warrants or similar in the Foundation's subsidiary or associates:
No

Appointed by authorities: No

Independent member: No