



**Jørgen Vig Knudstorp**  
1<sup>st</sup> 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

