



**Tim Ørting Jørgensen**  
EVP, Consumer Germany & Netherlands, Arla Foods

## Curriculum Vitae

### Personal Data

|                 |   |
|-----------------|---|
| Name            | Tim Ørting Jørgensen  |
| Birthday        | 19.12.1964 (49 years)   |
| Nationality     | Danish  |
| Family status   | Married to Gro (M.A./Cand.mag) four children Gustav 20, Sigurd 18, Laurits 15 & Carla 12.   |
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### Education & Qualifications

|         |   |
|---------|---|
| 1983    | Student (High School Sankt Annæ Gymnasium)  |
| 1983-85 | 1. Lieutenant Royal Danish Army (Platoon leader armoured battalion)                               |
| 1985-91 | MBA Copenhagen Business School (specialised in International strategy & marketing (Cand.merc.INT) |
| 1990-91 | Study at Camara de Comercio de Madrid   |
| 1991-   | Various internal/external leadership and management courses                                       |

**Professional experience**

- 2012- **Executive Vice President, CCE Consumer, Central Europe.**  
**Member of the executive management group, reporting to the CEO.**  
**Based in Germany**
- Full value chain responsibility from farmer to consumer. Execution of additional mergers and acquisitions, establishment of a new integrated business group with 2,2Bn Euro turnover, 2200 employees. Top 3 in the region. From 400m Euro to 2,2Bn Euro in three years....still growing.
- 2007- 2012 **Executive Vice President, Head of Business Group Consumer International**  
**Member of the executive management group, reporting to the CEO**
- Main responsibilities:
- All activities outside Scandinavia and UK, including Supply Chain outside UK and Scandinavia
  - External turnover: 1.7Bn Euro. 4000 employees, 25 subsidiaries (Europe, China, Middle East, Americas,) incl. 8 with local production/supply Chain
- Results:
- Turnaround of Consumer international. From net result – 30m Euro to + 40m euro in 2011
  - Development and implementation of new strategy
  - Organisational changes incl. significant cost reductions
  - New drive and spirits in the organisation. Satisfaction index up from 64 to 74
  - Execution of acquisitions as part of new strategy (Target Friesland Fresh in Holland. 30 % of the Dutch market of fresh milk, and Hansa Milch in Germany)
  - Rebound of Middle east after the Mohamed crisis
  - Establishment of new global Organisation
  - Various M&A including strategic deal with Mengnui (Share buy 6%)
- 2005-07 **Divisional Director Arla Foods, Denmark**
- Responsibilities:
- Responsibility for all activities in the Danish Home market
  - Turnover: 800m Euro. 1500 employees. Full line operation incl. sales, marketing, production logistics & finance
  - Largest supplier in Denmark to retailers
- Results:
- Improvement of financial results by 10%
  - Development and execution of new Supply chain strategy
  - Improvement of satisfactory index from 68 to 72.
  - Develop organisation in the aftermath of a court case accused of abuse of dominating position

- 2003-05                      **Sales Director Arla Foods, Denmark**
- Responsibilities:
- Responsibility for all commercial activities in the Danish Home market. Turnover: 800m Euro
- Results:
- Price increases
  - Volume development
  - Implementation of new sales organisation
  - Implementation of SAP (sales module)
- 2001-2003                      **Business Unit Director Arla Foods Division, Denmark**
- Responsibilities:
- Sales responsibilities for Danish Supermarket Group & and Dagrofa
- Results:
- Price increases
  - Improvement of yearly Trade terms
  - New and improved logistics agreement
- 2000-2001                      **Commercial Manager for Poland, Arla Foods Cheese Division  
Based in Denmark**
- Responsibilities:
- All commercial activities in Poland
  - Acquisition of Dairy company in Poland
- Results:
- Turnaround of operation with significant improvement of net result
  - Change of management
- 1999-2000                      **Senior Project Manager, Arla Foods Corporate**
- Responsibilities:
- Worked for the Vice CEO in connection with the big merger between MD Foods & Arla
- Results:
- Establishment of Corporate marketing. Definition of brand architecture and logo
- 1996-99                         **Commercial Manager DanVigor Brazil  
(Arla Foods Local Subsidiaries)**
- Responsibilities:
- All commercial responsibilities in Brazil including JV with Vigor (local Brazilian dairy company)
  - Turnover 40m Euro. Local production

|                           |  |
|---------------------------|--|
|                           | <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>• Significant improvement of net result</li> <li>• Development of new strategy</li> <li>• Development of strong partnership relations with a somehow difficult partner</li> </ul>  |
| 1993-96                   | <p><b>Product Manager Danya Foods in Saudi Arabia (Local Arla Company, based in Riyadh)</b></p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Marketing responsibilities of Three Cows and Lurpak brands (two strong brands in the Middle East)</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>• Development of marketing department</li> <li>• Strong market share development more than 60 %</li> <li>• Development of new concept</li> </ul> |
| 1992-93                   | <p><b>Trade Marketing Manager Arla Foods Cheese Division</b></p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Marketing responsibilities for France (Based in DK)</li> </ul>   |
| 1991-92                   | <p><b>Trade Marketing Assistant Arla Foods Cheese Division</b></p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Assistant for the European trade marketing manager</li> </ul>  |
| <b>Languages:</b>         | <p>English (high level)<br/>Spanish/Portuguese (high level somehow rusty)<br/>German (high level)</p>  |
| <b>Other:</b>             | <p>External Censor at Copenhagen Business School (not active)<br/>Member of AIM international brand board<br/>Board member of internal companies<br/>Board member Mengnui listed at Hong Kong stock exchange (resigned 2014)<br/>Board member Vigor listed at Bovespa (Brazil as from 1/1 2015)<br/>Board member Milch Industri Verband</p>  |
| <b>Personal interests</b> | <p>My family, traveling, arts/music, hunting, running, society</p>   |