

# Curriculum Vitae

**Name:** Arild Vigen Christoffersen

## Qualifications

With 34 years of experience from entrepreneur to leading roles in national and international companies, my areas of knowledge can be summarized as follows:

- Built an industry business from scratch, to become a market leader
- Central in the construction and establishment of the Coca-Cola Company in Norway
- Director and accountable for Nordic agreement negotiations
- Director and accountable of reorganization in larger organizations
- Leadership in different situations and subject areas
- The Norwegian representative for international projects for cost management in Royal Ahold
- Hired as a consultant to reverse profitability and category development in food industry.
- Development and construction of mechanical solutions

## JOB EXPERIENCE

2020- **CEO, A & C Holding AS**  
2020- **CEO, A & C Eiendom AS**  
2020- **CEO, Turulia Eiendom AS**  
1987- **CEO, Kransekakebakeren AS**

Kransekake are a unique product in Norway and Denmark. I started the company when I was 16 years old, starting to sell cakes in 1 local store in Askim. The history can be summarized as follows:

- 2000: The product requires a lot of manual labour and our competitor has solved the high labour cost by establishing production in Poland. We wanted a Norwegian product to be produced in Norway and decided to build a factory in Askm, Norway. (300 square meters)
- 2010: Built new warehouse (500 square meters)
- 2012: Became preferred and approved supplier to Coca-Cola Enterprises.

- 2016: Extended the entire factory with cold storage, production and warehouse (total building 3 000 square meters).
- 2017: Split the business model in three segments:
  - Bakery
  - Stock services
  - Pre-pack services
- 2018: Visit by the Norwegian Prime Minister, Erna Solberg
- 2019: Visit by the Norwegian Minister of Trade and Industry, Torbjørn Røe Isaksen. We also became the only trusted supplier to Coca-Cola
- 2020: First contract for export.
- 2021: Develops new production lines and designs new factory.

2011-2014

### **Coca-Cola Enterprises AS**

#### **Channel director KBS (Kiosk, petrol and service)**

I joined to be a part of the «FRAM» project. The project had purpose of changing the route to market (from direct distribution to wholesaler distribution) and new packaging and product strategy (from returnable bottles to recyclables bottles).

KBS market has over many years struggled and declined. Internal budgets have never been reached. In 2014 I exceeded budget on both volume and profitability.

2010-2011

### **Diplom-IS AS**

#### **Consultant**

The company struggled with profitability and market shares. My task was to change this into a positive progress. I received all the tools available to perform this transformation and was given the mandate to run the sales department, product development department and marketing department.

**The Results:** After one year we achieved greater market share and increased profitability significantly.

2001-2008

### **Ica Norge/Ica Nordic:**

#### **Head office (Category and purchasing director)**

##### **Task:**

##### **2007-2008:**

- Shared accountability for results for the group at the top level and directly accountable for results in RIMI and ICA Maxi.
- Accountable for JM (Joint Marketing) budget.
- Accountable for Category and purchasing department, including 70 people
- Organization management
- Supplier strategy
- Concept development and promotions for RIMI and ICA Maxi
- Accountable for back office support
- I was one of two people selected to «The worlds future leader program»
- I was the only one selected to run the «turn around program» for Norway with a budget for 2 billion NOK and reporting to ICA board.

**2005-2007:**

Nordic purchasing director for dairy, cheese, salads, egg and juice sector. Run one team in Norway and one team in Sweden with buyers and a budget of 15,5 billion NOK

**2001-2005:**

Category and buying manager for different categories and suppliers during the period.

**The results:**

My personal performance is evaluated to ME (meets and exceeds).

1997-2001

**Coca-Cola Drikker AS, Key Account Manager**

**Responsibility:** Sales and budget for KBS (Kiosk, gas and service trade) market.

I started in 1997 as store development manager with a great learning and developing of consumer behaviour.

**The results:** Very good relationships with customers. During my period, we were awarded «best supplier» twice. These awards were the only ones given to the company when I worked there.

My personal performance is evaluated to ME (meets and exceeds).

1995-1997

**Borg Bryggerier AS**

**Sales consultant**

**Accountability:** Regional responsibility.

**The results:** During my period the turnover was tripled.

1994-1995

**Ringnes Brygger AS.**

**Accountability:** Merchandiser/Sales consultant.

**The results:** Great relations to customers.

**EDUCATION**

1988-1990

Commerce and office, majoring in marketing.

**Board positions:**

1990 – Chairman, Kransekakebakeren AS

2009-2011 Member, Scansis Invest AS

2020 - Member, A & C Holding AS

2020 - Member, A & C Eiendom AS

**Language:** English fluent

**References on demand**