

# Martin Riber Andersen

Innovation and product development executive

## Summary

At a young age building highly successful global franchises and product lines at LEGO, growing revenues beyond €300 millions in two years. Pioneering and establishing what was to become best practices for integrated product development across marketing, design, engineering and collaboration with external partners. Following LEGO, a shift to the local scene in Denmark and later internationally, to focus on innovation consulting working with leading companies as Ramboll, Schneider Electric, Cisco, HP, Adria, Permasteelisa and LEGO. Extensive experience leading and collaborating with teams and companies in Europe, USA and China. Leading multidisciplinary inhouse and external teams from 5 – 100 people. Last assignment was a consulting project which developed into a position as Senior Vice President at Stokke, where asked by the Chairman of the Board and CEO to drive a disruptive change management project.

## Experience



### **Innovation Consultant, Founder**

Marsenda Innovation

2022 -

Co-founding Marsenda Innovation to leverage 25 years of experience managing and leading innovation activities in projects with companies, universities, NGOs and institutions.



### **Investor, Founder**

Alfa Holding

2018 –

Managing private investments



### **Senior Vice President, Chief Innovation Officer**

Stokke

2019 – 2021

Leading and managing the €200 million product portfolio and development of furniture and strollers. Driving a disruptive change to rapidly improve skills, competences, culture and product development processes.

- Responsible for product portfolio, front-end innovation, product management, design, user experience, consumer research, engineering, project management, compliance, and safety.
- Leading 50 people across internal teams and external consultancies in Europe.
- Cleaning up the organization and product portfolio to establish innovation capabilities for future growth. Dismantling a development team in China, building 2 new teams in Germany and implementing major adjustments to the structure in Norway.



### **Senior Innovation Consultant**

PARK

2013 - 2019

Leading international innovation capability projects for LEGO, Cisco, Permasteelisa, Stokke, Lufthansa, Adria and HP.

- Consulting board of directors and management teams on strategic innovation and intrapreneurship.

- Process and organization design within product development and innovation.
- Development, deployment and implementation of change management and training programs.
- Talent program design, evaluation and development.



### Senior Business Developer

The LEGO Group  
2011 – 2013

Research and development of recommendations for product portfolio and market entry to reach the Chinese middleclass market.

- Strategy development, front-end innovation and project management with execution of research and pilot projects in China.
- Leading research and product development activities with teams in Denmark and Japan.
- Briefing and handover to executive management team and CEO.
- Project management and direct leadership of 5 senior specialists and external consultants.



### Partner, Project and Client Service Director

Copsø  
2006 - 2010

Leading acquisition and development of marketing and design projects as responsible for acquisition, client service and project execution.

- Servicing among other Ramboll, Schneider Electric, Caterpillar and other technical advanced companies in primarily the energy sector.
- Design, marketing and business development initiatives.



### Creative Director

The LEGO Group  
1997 - 2005

Leading design, innovation and cross disciplinary business development of highly successful franchises including LEGO Star Wars and Bionicle.

- Creative leadership and development of LEGO's first licensed franchise and collaboration Star Wars and later creating Bionicle, which in the words of the CEO saved the company from bankruptcy. Both reached revenues exceeding €300 million in years 2.
- Leadership and management of direct reports, in- and external teams and partners. Direct reporting of four Design Managers and a team of 50+ specialists.
- Pioneering and establishing best practices within integrated product development across product categories, media platforms and external partners



### Board Member

Zebicon  
2011 - Present

Sparring with management team and founders on corporate strategy, leadership, innovation and business development.

## Education



Aalborg University  
Executive Master of Business Administration – **MBA**  
2018 – 2020



AVT Business School  
Certificate of Business Administration – **CBA**  
2004 – 2005

## Capabilities

Digital savvy and up to date on latest consumer, technology and business trends. Global outlook rooted in Scandinavian leadership values balancing team and individual performance and a strong customer and user centered approach. Driven and result-oriented, with a focus on smart and efficiency ways of working. Values discipline, hard work, right quality and speed. Fluent in Danish and English and basic level (A2) of Spanish and German. Intelligent, resilient, mindful and decisive.

## Private

Danish citizenship, Spanish residency, living in Madrid with wife Marta and father to sons Karl and Aksel aged 20 and 18. Enjoys art, design and architecture; current affairs, history and culture; automotive, cooking, photography, golf and yoga.