

Board Profile – Annemette Vestergaard Thomsen

Annemette Vestergaard Thomsen
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Married to Flemming; two children – Marie (22) and Christoffer (20)

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International commercial board profile with strong track record in FMCG

International board professional, advisor and senior executive with a strong track record of driving strategic business development and profitable growth across corporates, SMEs and owner-led start-ups. Recognized for turning strategy into disciplined, high-impact execution while managing risk responsibly. Brings deep, hands-on experience operating in highly competitive, rapidly evolving international markets. Proven P&L leader with the ability to optimize profitability across the entire value chain.

Value Adding:

I create value by helping FMCG businesses build sustainable international positions, backed by a proven track record in global expansion and growth. As a board member, my focus is to both support and challenge management, ensuring attention to the key strategic tasks while maintaining the right balance between performance and long-term transformation. I drive progress through a transparent, pragmatic and integrity-led approach. Having lived and worked abroad, I bring an outside-in perspective and a strong international network to the table. I have worked extensively with people management in the Nordics and have a good understanding of the cultural differences in the region.

Key Competences & Results:

- **Strategic transformation** => As Board Chair of Hansens Is I lead the complex transformation from a family-owned business to ownership by Den Sociale Kapitalfond.
Under my leadership, Toms Confectionery Group quadrupled international EBIT and evolved from a Danish company into a truly global one.
- **International growth** => Customer-centric approach combined with sharp value-creation has generated aggressive revenue growth. Expert in creating strategic partnerships and win-win solutions with major retailers and foodservice operators.
- **P&L responsibility** => Delivered 650mDKK revenue and transformative results at Toms Group across five profit centres, with deep insight into the key P&L drivers in both growth and turnaround contexts.
- **International leadership skills** => Organizational development and leading teams to peak performance across Nordics and select overseas markets. Top results in Great Place to Work surveys.
- **ESG captain** => A dedicated advocate for the ESG agenda. As an advisor to plant-based food businesses I seek to influence the transition towards more climate friendly consumption, and as a board member I aim to identify the relevant ESG themes that can create the biggest impact.

Board Positions:

2025 – Present	Board chair; Hansens Is ApS
2025 – Present	Board chair; Færm ApS
2024 – Present	Board member; Seagull ApS
2024 – Present	Board member; Thornæs Destilleri A/S
2024 – Present	Board member; Rebael ApS
2023 – Present	Board member; Bräuner FMCG ApS
2023 – 2025	Board member; Sourzing A/S
2022 – Present	Board member; Sv. Michelsen Chokolade A/S
2022 – Present	Advisory Board member; Lovemade ApS
2013 – 2017	Board member; Toms Sweden AB, Sweden
2011 – 2012	Board member; Danish-American Business Forum, Denmark

Professional Experience:

2017 – Present	International Business Advisor; AVT Advisory, Denmark & Australia (2017-2021) Key clients: MATR Foods, Færm, Dryk, LoveMade Organics, Frederiksdal Kirsebærvn, Thornæs Destilleri, Periscope Management etc.
2013 – 2017	VP International Sales; Toms Confectionery Group, Denmark Part of Group Management with reference to the CEO Global Export, Sweden, Travel Retail, Licensing & Private Label
2012 – 2013	Business Director – International & Sweden; Toms Confectionery Group, Denmark
1998 – 2013	Various international sales roles; Toms Confectionery Group, Denmark

Education:

Board Certificate at Board Company	October 2021
Master's in International Business and Modern Languages (Cand. Negot)	1991-1996