

## CURRICULUM VITAE

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NAME Malene Aaris  
DATE OF BIRTH 22 June, 1967  
ADDRESS Willemoesgade 7  
DK-8200 Århus N  
Denmark  
MOBILE PHONE + 45 51 96 70 75  
E-mail malene.aaris@icloud.com  
NATIONALITY Denmark

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PROFESSION Marketing Consultant, specialist in sales of organic food  
SPECIALIZATION Export campaigns, distribution of organic food in Germany, adjustment of products to export markets, strategic marketing alliances, project planning.

EDUCATION The Aarhus School of Business:  
- Trilingual Commercial Marketing correspondent (Danish/English/Spanish) 1989-1992  
- Bilingual Commercial Diploma (Danish/Spanish) 1992 – 1994

LANGUAGES	<u>Speaking</u>	<u>Reading</u>	<u>Writing</u>
<b>English</b>	Excellent	Excellent	Excellent
<b>Spanish</b>	Excellent	Excellent	Excellent
<b>German</b>	Excellent	Excellent	Good
<b>French</b>	Fair	Good	Fair

KEY QUALIFICATIONS 19 years' of experience concentrating on: Planning new market strategies for processed organic food: estimation of market opportunity, feasibility studies and planning of technical assistance and hygiene/quality control projects for Danida, establishment of strategic networking groups within the food industry, fundraising, product development projects.  
Expertise: Food products, organic products.  
Expert markets: Germany, building up Japan.

## CAREER AND EXPERIENCE

- 2002- **Germany** Bio aus Dänemark, founder and CEO  
Danish producers of organic food products exporting to Germany, see [www.bioausdaenemark.com](http://www.bioausdaenemark.com).
- Establishment of the network
  - Planning and execution of test sales in German supermarkets
  - Organization of media attention
  - Planning and executing joint pavillon stands at Biofach Nürnberg, Anuga Cologne, Next Organic Berlin and ISM Cologne
  - Product development seminars
  - Visit at key accounts
  - Speed dating and match making sessions
- 2015- **Japan** [www.tojapanfromdenmark.com](http://www.tojapanfromdenmark.com)  
Joint Denmark pavillon at Foodex Tokyo, cooperation with Confederation of Danish Industry:
- Research report for market opportunities
  - 3 market analyses for producers of organic fish
  - Establishing network of resource persons in Japan
  - Making customer databases for producers of organic food
- 2004 **Ecuador** Consultant for the World Bank:  
Market analysis for leading dairy in Ecuador  
Suggestion of market strategy and product portfolio
- 2002-2003 **USA** Food From Denmark
- Establishment of the network
  - Market survey in USA
  - Identification of main retail groups and food brokers
  - Symposium at Fancy Food in Chicago
  - Planning and executing collective participation at Fancy Food (huge food fair) in New York.
- 2000-2001 **Nicaragua** Tropesnacks A/S
- Identification of suppliers in Nicaragua

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|---------------|------------------------------|--|
| 2000          | <b>Vietnam</b>               | <p>Nordic Seafood and Hai Nam</p> <ul style="list-style-type: none"> <li>• Feasibility study</li> <li>• Establishment of Joint Venture</li> <li>• Planning of technical assistance and training</li> <li>• Planning of hygiene and quality control</li> </ul>  |
| 2000          | <b>Vietnam</b>               | <p>Ovotec International A/S</p> <ul style="list-style-type: none"> <li>• Feasibility study</li> <li>• Estimation of market opportunities and joint venture solutions</li> </ul>  |
| 1992-<br>1999 | <b>Denmark<br/>and Spain</b> | <p>Selfemployed consultant</p> <ul style="list-style-type: none"> <li>• Teaching in Spanish – mostly staff from dairy companies</li> <li>• Consultant for 3 Danish companies producing advanced technology for disabled people in Spain</li> <li>• Consultant for the editor of The Danish Enciclopedia – writing and auditing articles about geography in Spain and Portugal</li> </ul> |
| 1988          | <b>Spain</b>                 | <p>A private stay in Barcelone:</p> <ul style="list-style-type: none"> <li>• English teacher for private adult Spaniards</li> <li>• Studying French at the University</li> </ul>   |

#### CURRENT BOARD WORK:

Viden Djurs - selfappointed board member representing Kalø Økologisk Landbrugsskole

Kalø Økologisk Landbrugsskole – chairman of Uddannelsesudvalget

Smagen af Danmark

Dansk Tesammenslutning

Dansk Økologisk Gedeavlerforening

Foreningen MAD