



# NIELS JACOBSEN

## MAJOR CAREER ROLES

**CEO**, Demant Group  
**CEO**, William Demant Invest AS  
**Board member**, Novo Nordisk AS  
**Chair**, LEGO Group  
**Vice Chair**, A.P. Møller – Mærsk AS  
**Deputy Chair**, About You Holding GmbH  
**Chair**, Ossur hf.

## OTHER CAREER HIGHLIGHTS

**Chair**, LEGO Group  
**Independent Vice Chair**, A.P. Møller – Mærsk AS  
**Independent Board member**, Novo Nordisk AS

Niels Jacobsen was CEO of Demant Group, a global leader in hearing healthcare. Under his leadership from 1998 to 2017, Demant evolved from a single-brand hearing aid firm into a diversified, innovation-driven healthcare powerhouse—growing revenue from DKK 0.5 billion to over DKK 12 billion, with operating profit rising to DKK 2 billion and global headcount expanding to more than 12,000.

He is currently CEO of William Demant Invest A/S and Deputy Chair of Demant A/S. He also chairs Jeudan A/S, Vision RT Ltd (a UK-based cancer radiotherapy specialist), and Embla Medical hf. He was previously Chair of the Board at LEGO A/S, and was Vice-Chair of KIRKBI A/S, the family office behind LEGO. Niels was previously Chair of About You, one of the fastest growing e-commerce companies in Europe, and a Non-Executive Director at Novo Nordisk and Vice Chair of A P Moller Maersk.

Niels began his journey in Denmark's industrial sector, first with Thrige Titan, then serving as CEO of Orion A/S.

He brings deep cross-sector expertise in:

- Industrial & healthcare governance – chairing global boards in consumer health, medtech, and industrial investment
- Corporate leadership & transformation – scaling businesses through acquisitions, innovation and international expansion
- Board strategy & capital stewardship – guiding long-term investment via William Demant Invest and family-owned platforms
- Technology commercialisation & institutional oversight – leading high-impact companies in the medtech and real estate sectors

His foundation in economics (MSc, Aarhus University), underpins a disciplined, data-driven leadership style and deep proficiency in finance, risk management, and M&A. He was honoured as Nordic Board Chair of the Year (2013) and a Knight of the Order of the Dannebrog (2010),

Niels combines rare depth across ownership structures. Fluent across global corporate models -from listed giants to family trusts - he is renowned for his governance rigour and ability to cultivate leadership ecosystems that blend innovation with lasting institutional integrity.