

Bang & Olufsen appoints Chief Digital Officer

Bang & Olufsen has appointed Christian Birk, 31, to a newly formed position as Chief Digital Officer and Senior Vice President. He will be part of the global management team and join the company on 16 October 2017.

Christian Birk holds a BSc in International Business from Copenhagen Business School and an Executive PLD from Harvard Business School. He joins from DigitasLBi where he has held several positions over the last six years, most recently as managing director for the offices in San Francisco and Los Angeles and Executive Vice President for North America. Before that Christian Birk worked for Vodafone.

“I am confident that in Christian we have found the right person to further drive the digitalisation of the company. We are in the middle of a transformation process where we have to strengthen our digital competencies significantly as well as the customer experience across channels. Christian has great experience in driving such change processes, and we will benefit from that,” says CEO Henrik Clausen.

Henrik Clausen
CEO

Curriculum vitae for Christian Birk

Age: 31

Formal training:

2016: Executive PLD, Harvard Business School

2007: BSc, International Business, Copenhagen Business School

Recent positions:

2016 - : Managing Director DigitasLBi, Los Angeles & San Francisco, EVP
for DigitasLBi North America

2014-2016: Managing Director, DigitasLBi Denmark & Norway

2011-2013: Director of Media, DigitasLBi

2009-2010: Mobile Product Owner, Vodafone

2008-2009: Marketing Manager, Vodafone

2007-2008: Business Development Manager, ZYB

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