



# Lars Silberbauer Andersen

Senior Global Director - Social Media & Video LEGO



CSA Celebrity Speakers Ltd

Lars Silberbauer Andersen is Global Director of Social Media & Search Marketing at the LEGO Group and is driving the innovative toy company's social media & search strategy and execution. He has also been recruited by MTV to oversee creative, development and production for the network's digital originals and lead MTV's social channels.

**"One of the 25 most innovative and influential marketers in Europe"**

## In detail

Lars has been building Lego's social media engagement from scratch and now leads a global team of social media & search marketers that drives real time engagement with consumers worldwide. In 2014 he also launched LEGO® TV in 40 markets. LEGO® TV is a native mobile experience for kids, where they can experience high quality animated LEGO content. Lars also heads up the LEGO YouTube channels, which have reached more than 1 billion views. Previously, Lars worked for 10 years in the digital and broadcast media industry as digital strategist and later creative manager leading digital strategy and project development for Danish Broadcasting Corporation. He has also worked in the US, managing web development and user research.

## What he offers you

With his dynamic, interactive and informative sessions, Lars not only motivates his audiences, he provides them with a wealth of practical approaches, real-life examples and stories as well as hands-on techniques, all of which can be immediately applied to the audiences own personal and professional development.

## How he presents

Lars is an insightful, inspirational and thought-provoking speaker. His presentations are lively and quick-paced and he is in great demand by clients the world over.

## Languages

He presents in English.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what he/she could bring to your event.

## How to book him?

Simply phone or e-mail us.

## Publications

2017

Influencer Marketing

## Topics

Influencer Marketing

Digital Disruption

Real-Time Engagement with Customers

Digital Media

Organisational Transformation and Change