

Lars Silberbauer Andersen

Global Digital Brand & Marketing Expert

"One of the 25 most innovative and influential marketers from Europe"

Lars Silberbauer Andersen is Chief Marketing Officer at Nokia Mobiles and HMD Global. Previously he was the Global Head of Brand, Marketing and Digital for the IOC (International Olympic Committee), Global Director of Social Media and Marketing at LEGO and Senior Vice President of MTV Digital Studios.

TOPICS:

- Social Media and Influencer Marketing
- Digital Disruption
- Real-Time Engagement with Customers
- Digital Media
- Organisational Transformation and Change
- Creativity and Digital Innovation

LANGUAGES:

He presents in English.

PUBLICATIONS:

2017 Influencer Marketing

IN DETAIL:

His role at MTV was to drive the MTV brand on digital and focus on the development of digital originals. As the Global Director of Social Media & Search Marketing at the LEGO Group Lars built Lego's social media engagement from scratch and led a global team of social media & search marketers that drove real time engagement with consumers worldwide. LEGO® TV is a native mobile experience for kids. Lars also headed 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.

WHAT HE OFFERS YOU:

Lars is a dynamic and results-oriented professional who offers a unique blend of digital strategy, social media expertise, and creative vision. His ability to drive real-time engagement and create captivating content has solidified his reputation as a leader in the industry.

HOW HE PRESENTS:

With his interactive and informative sessions, Lars not only motivates his audiences, he provides them with a wealth of practical approaches, and real-life examples which can be immediately applied.