

Lars Hemming

M.A., FCIM, B.A. (Hons)

22 N 6th Street
11249, New York, NY, USA

Rosenvængets Hovedvej 31
Copenhagen 2100, Denmark

EXPERIENCE

VICE CHANGE INC. — Global CEO and Partner

SEPTEMBER 2018 - PRESENT

Launching new fully funded global media business focused on business transformation and impact in 2019 with offices in London, Copenhagen, Geneva and New York.

Virtue Worldwide, New York — Global CEO and Partner

AUGUST 2015 - SEPTEMBER 2018

Global consulting and ad agency with \$300 million in billings.

VICE Media, New York — Chief Commercial Officer and Partner

AUGUST 2015 - SEPTEMBER 2018

The world's leading youth media company with 36 international offices. Investors including Disney, TCV, TPG, Fidelity and Raine Group.

VICE Media Denmark, Copenhagen — CEO and Investor

APRIL 2013 - AUGUST 2015

VICE's growth in Denmark from two people to 100 in just over two years.

Boardroom Gorillas, London — Founder & CEO

JANUARY 2010 - AUGUST 2015

Full service retail consultancy. Acquired by VICE Media LLC.

Story Worldwide, London — Partner & CCO

NOVEMBER 2007 - DECEMBER 2009

Full service storytelling agency with clients such as Lexus, J&J, Agent Provocateur, Harrods, Omega and Etrade. Acquired by Aesop Agency and Next Fifteen.

Large Design, London — Co-founder & CCO

SEPTEMBER 1998 - NOVEMBER 2007

Digital agency with clients such as LEGO, MTV, Bang & Olufsen, Oticon, Coloplast and Kick Racism out of Football. Acquired by Story Worldwide.

EDUCATION

University of Westminster, London — M.A. Hypermedia

SEPTEMBER 1997 - SEPTEMBER 1998

Post graduate education sponsored by LEGO.

SKILLS

Strategy

Media

Multi-channel retail

Brand & Campaigns

AWARDS & RECOGNITION

Fellow – The Chartered Institute of Marketing

Contributor – Online Branding (publisher: Taschen)

Contributor – Ecommerce (publisher: Taschen)

Awards – Cannes Lions, Webby Awards, Lovies, D&AD, Børsen Gazelle, M-List

LANGUAGES

English, Danish, German and French (basic)

PERSONAL INFO

International Dane happily married with two wonderful kids.

Love challenges, building companies and pride myself at being consistent and clear about my values.

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