

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 0.5bn to over DKK 12bn, with operating profit rising to DKK 2bn 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.

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).

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.

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.