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Home Market, VikingGenetics Beef Breed committee & Beef Breed associations

Assentoft, November 2020

## New Product Manager VikingBeef

We are very pleased to announce that our recruitment process has been successfully fulfilled with the employment of a Product Manager for VikingBeef.

As of 01 January, we have hired Cand. Agro Reni H. Nielsen as Product Manager Beef.



Reni is agronomist from The Royal Veterinary and Agricultural University in Denmark and has previous experience as both dairy and calf rearing advisor, as well as experience in sales, marketing and project management.

For the previous six years Reni has been working as an on-farm advisor in mink at Kopenhagen Fur. Therefore, Reni comes well prepared to perform the task as Product Manager as her background covers both knowledge of the cattle sector and an overall knowledge and experience that fits well with the requirements in the position as Product Manager VikingBeef.

Reni will undergo an introduction program in VikingGenetics. During this introduction program she will be thoroughly introduced to both internal processes as well as You as important Stakeholders.

Interim Product Manager VikingBeef, Peter Larson, has by his broad experience and knowledge done a great job to maintain and develop the focus on Beef within VikingGenetics, while he as Interim Product Manager has managed all beef related issues. Peter will contribute to a smooth and effective transition for Reni in her new employment in VikingGenetics.

Reni is 45 years old, has 3 Children, and lives on a family crop farm, near Hadsten in Denmark. Reni will be based in our Assentoft office in Denmark but will, when the Covid-19 situation allows it, also be traveling to visit you in the Home Markets.

Please welcome Reni in her new position. We will be in touch early next year to arrange introduction meetings.

For questions please contact me or Lars Nielsen.

Kind Regards

**Claus Holmgaard**  
Chief Product Manager