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PRESS RELEASE

As the new CEO, Sarah Lærke Stevens will lead Design denmark into a new era.

Design denmark is pleased to announce the appointment of Sarah Lærke Stevens as new CEO. With over 15 years of communication experience in the design industry, Sarah brings a strong strategic and commercial understanding that will help drive Design denmark forward. Her extensive international experience and insight into the industry equips her to strengthen the organisation as a key player in the development of Danish design - nationally and globally.

Sarah has held senior communications roles at major design companies, most recently as Brand & MarCom Director at Louis Poulsen. Her ability to translate strategic visions into tangible results will help expand Design denmark's offering and create greater value for members.

"I'm excited to get started and get to know new aspects of the industry. Design denmark has enormous potential and I look forward to working to create more visibility and value for our members and for Danish design as a whole."

Lotte Lyngsted Jepsen, Chair of the Board, says: *"Sarah's proven leadership in commercial development, combined with her extensive industry knowledge and strong international network, is exactly what we have been looking for for the next chapter in Design Denmark's journey. We are confident that Sarah can strengthen our role as a unifying platform for the design industry and create new opportunities for growth and innovation among our members."*

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