

Change of CEO at Wendelbo

Lars Wendelbo is handing over the CEO position at the design and furniture business Wendelbo to Christian Ernemann, who will be the new CEO effective as of 1 October 2020. The change is a natural consequence of Lars Wendelbo's desire to invest more efforts into the company's product development and production.

Wendelbo will have a new CEO when Christian Ernemann receives the reins on 1 October from the long-time director Lars Wendelbo, who is taking another step towards a more withdrawn function in the company, which has been an important part of his and his family's lives for over three decades.

Lars and Christina Wendelbo, who have been the owners of Wendelbo for a good 30 years, entered into a partnership with the equity fund Maj Invest in the beginning of 2019, while simultaneously setting the stage for a continued career within the company. As a consequence of the new joint strategy, Christina Wendelbo handed over responsibility for Wendelbo's finances to a new CFO just one year ago and is now responsible for HR and administration. Now Lars Wendelbo happily passes leadership responsibilities to Christian Ernemann, who is coming in with extensive experience in the furniture and interior field - most recently as the sales director of Muuto for 8 years.

Christian Ernemann has a strong sales and marketing background. At the same time, he has a personality that matches the business culture of Wendelbo, Lars Wendelbo says, looking forward to their cooperation - and to continuing the positive development of Wendelbo with a new man at the helm.

"I have no plans of retiring, but I will use my efforts to work on some of the areas I am the most passionate about: Product development, contact with Danish and international designers - and not least, production at our factory in Vietnam," says Lars Wendelbo, who has always been driven by a strong passion for design. For many years, he has - along with his team - developed a stylish collection, designed and developed by a number of innovative and international designers, produced at their own factory.

Wendelbo has thus created a solid platform for this continued expansion. With a trimmed collection of upholstered sofas, lounge chairs, shelves and tables with a strong signature, the launch of a new visual identity, the opening of a large showroom in Bredgade in Copenhagen, as well as customers in over 50 countries, the road is clear for new business efforts.

Additional information can be received by referral to Lars Wendelbo by telephone at 40877524 or by e-mail at lw@wendelbo.dk