

## **Didrik A. Fjeldstad new CEO for Sport One Denmark**

**Former executive commercial leader from SAS and Carlsberg is appointed captain for Sport One, the Danish Commercial Company for Sports. Didrik A. Fjeldstad is appointed to secure value creation for the world of sports as a whole and its commercial partners specifically.**

The newly appointed CEO will replace former world champion in badminton, Steen Fladberg who have served as the leader of the company that since 2007 have been responsible for developing commercial assets for all parts of Danish Sports from individual athletic federations to the Olympic Athletes.

”We have found a profile that not only further will develop the close ties between sports, business and society, but also a profile that will challenge us as an organization” says Alfred Josefsen, Chairman of the Board at Sport One.

He continues: ” With Didrik A. Fjeldstad in the drivers seat, we are getting a profile that has been at the other side of the table negotiating commercial sports assets, but also a profile that has broad international experience within marketing, digital transformation and modern partnerships, all fundamental strengths for the world sports in the future”.

Didrik A. Fjeldstad has beyond 15 years of experience from various international leadership positions most notably in Carlsberg and SAS Scandinavian Airlines and has worked actively with international sports and partnerships within Football, Tennis and the Olympics.

### **Sports running through the veins**

”Ever since I was a child I have always loved sports. Whether actively playing football, basketball, badminton or boxing practice or as a fan in front of the TV during both winter and summer, it is a big part of my life and you could say sports are running through my veins. I cannot wait to initiate the task of further developing and find new aspects of the immense value active sports contributes with in society and business” says Didrik A. Fjeldstad and continues:

”I see immense opportunities in further developing the collaboration with the world of business through being even more customer focused in how to develop value for all parties. It shall be valuable to partner with us in the world of sports – all year around. One should receive tangible value and learn something new– but also be motivated to give something back to the sports community in our common ecosystem”.

Didrik A. Fjeldstad initiates his tenure on the 15th of September 2020.

**TEAM DANMARK**



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## **About Sport One Denmark**

Sport One Denmark P/S is a commercial partnership company owned by The Danish Sports Federation (Danmarks Idrætsforbund) and Team Danmark. The company has had great success the latter years and has been able to develop concepts for the mutual benefits of both the Danish world of Business and of Sports.

### **For additional comments:**

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