

## Curriculum Vitae

### **Aaron Barsness**

b. 1973

BA (Biology and Environmental Studies)

U.S. and Swedish citizen

CMO, Fazer Group, 2022 –

### **Primary working experience:**

Head of Marketing, Fazer Group & Fazer Confectionery, 2019–2022

Managing Director & Partner, Lynxeye Brand Consultants Sweden, 2016–2019

Client Director, Lynxeye Brand Consultants, 2011–2016

Associate Marketing Director, Procter & Gamble Nordic, 2008–2011

Positions in Marketing & Commercial Teams, Procter & Gamble Nordic, 2000–2008

Product Planner, Motorola North America, 1998–2000