



FOCUSREVIEW

Background on the Founder

Founder of Better Organisations and Focus Review, Oscar Rosendahl, with more than 30 years of business experience, served as the EVP reporting to the Chairman/CEO for 18 years in the A. P. Moller – Maersk Group, (www.maersk.com) a conglomerate with over 120000 employees, including in their stable of companies the world's largest shipping firm. Oscar was educated at IMD Lausanne, Switzerland and Harvard Business School, both among the best rated business schools in the world.

Strategy and strategy implementation

As part of the Strategic Leadership Team, consisting of 10 top executives, Oscar worked closely with the CEO developing Business strategy for the A. P. Moller – Maersk Group. Together with McKinsey & Company and Bain & Company, the Strategic Leadership Team developed the strategy for the different parts of The Group (Shipping, Oil, Retail and other industries) www.mckinsey.com www.bain.com

Leadership – identification and development

For more than 30 years Oscar identified and developed world class business leaders. Having interviewed more than 15,000 individuals globally, Oscar placed CEOs and high level executives in the different industries represented in Maersk; Shipping, Logistic, Oil exploration, Retail and other industries.

Organizational behavior

Together with the CEO, Oscar launched the Values program of the company having more than 100,000 employees complete the program. Oscar also created numerous other programs that connected the strategy of the company with organizational behavior.

Knowhow and Knowledge

For more than 15 years Oscar has been an active member of several global organizations. These memberships are very valuable for knowledge gathering among some of the most prestigious companies and academic institutions in the world.

- **ICEDR, Boston, USA**, Chairman (6 years)

Consisting of over 40 leading global companies and 20 academic institutions, ICEDR is an international alliance helping to develop the strategic leadership capabilities in companies. Members include: HSBC Group Holdings, Shell, Microsoft, LVMH Moët Hennessy Louis Vuitton, Boeing, Deutsche Bank, Philips, Harvard Business School, Stanford, Duke, MIT, IMD, INSEAD etc. www.icedr.org

- **World50, New York, USA**

A private community for senior-most executives from globally respected organizations.

Members include, among others: American Express, CEMEX, Cisco, PepsiCo, Tata, UBS, Unilever, GE, Hewlett Packard etc. www.w50.com

- **The Conference Board, New York, USA**, The Global HR Council.

The Conference Board Councils bring together professional peers in confidential, dynamic, cross-industry communities. It allows senior-most global HR executives to discuss current challenges and trends regarding the strategic and structural management of their firm's multinational human resources.

Members include, among others: IBM, British Telecom, Rolls Royce, UPS, FIAT, Exxon Mobil, Temasek, General Motors. www.conference-board.org

- **IMD, Lausanne, Switzerland**, IMD Business Advisory Council

The Advisory Council worked together with the IMD leadership team on improving the offerings of the Business School. Members include, among others:

ABB Asea Brown Boveri Ltd., Caterpillar Inc, Daimler AG, Nestlé, Procter and Gamble AG etc. www.imd.org

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