



Candidature Document Anna Harboe Falkenberg

Date of birth: September 30. 1966 - Place of residence: Copenhagen, Denmark

Sports leadership experience

FIS:

FIS Council Member (2024-)
Committee member, Strategic Planning Committee (2024-)
Committee member, PR & Mass Media Committee (2017-2024)
Chair, Working Group for Diversity and Gender Balance (2021-2022)

Ski Federation Denmark:

International President (2025-)
President (2015-2025)
Vice President (2012-2015)
Board Member (2010-2012)

The National Olympic Committee/Sports Confederation of Denmark:

Board Member 2023-
In charge of developing and managing relations with all 63 sports federations
Head of working group on the future proofing of sports governance

Ski School of Denmark:

Board Member 2017-2021

Skiklubben Hareskov (Denmark's largest Ski Club):

Board Member 2010-2014
Team Leader & "Ski mum", Raceteam Hareskov, Youth Alpine Racing Team (2009-2014)

Business leadership experience

Strategic consultant with 30+ years of experience as a strategic advisor within advertising and marketing. Has held positions as CEO, Strategic Director, and Client Services Director in both Danish and international advertising networks, including Publicis, DDB Needham, FCB, Kunde & Co, and Brandhouse. Also held roles as Head of Brand in Danish companies within the energy, retail, and IT sectors.

Partner at Marketingcapacity, specializing in the recruitment of marketing, digital, and communications professionals for large companies across the Nordics.

Independent strategic and creative consultant, advising Danish and international companies on branding, communications, and marketing.

Personal info

As a child, I travelled extensively and lived in several countries before moving to Denmark at the age of 14. I am based in Copenhagen and married to Thomas. We have two children in our blended family: Anna Sofie, 28, who is a journalist, and Laura, 22, who is studying to become a doctor. My extended family also includes my ex-husband Simon, his wife Nynne, and their three children, whom I think of as my own. I spend my free time with my large family and enjoy sports, both on and off the snow.



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I have been proud to represent the FIS family in the FIS Council for the past two years and hope for your continued support in this upcoming election.

In my speech in Reykjavik two years ago, I spoke about how different we all are but that we are strong in the motivation that unites us:

The desire to develop the sport that we love

I spoke about how we should use this shared passion to work even closer together to reach our common goals, to strengthen the dialogue and to always remember that we are family, even though we don't always agree on everything.

With two years of serving on the Council, I have gained knowledge and experience that helps me continue to work towards this goal together with you all.

I have learned that the more we work as a team, respecting each other's differences and opinions, the better we can move our sport forward.

The Team behind the Team

I see the FIS family as the team behind the team, putting our athletes in the forefront and working tirelessly to give them the best possible foundation to reach their goals.

The athletes' goals, on all levels, are our goals.

We should act as the team behind the team, grounded in team spirit, empowerment, collaboration, respect, and clear communication.

To build a solid platform for the team behind the team in the future, we should ensure strong **F**inancial control, strong **I**ntegrity, and focus on **S**port.

I hope you agree that this approach will help us achieve even more as a team.

Hoping for your continued support

A handwritten signature in black ink, appearing to read 'Anna Harboe Falkenberg'.

Anna Harboe Falkenberg