



LIFE PHILOSOPHY

Do the right thing, even when no one is looking. It is called **integrity!**

STRENGTHS

- Leadership at work and at sea
- Sales and people skills
- International business
- Aquaculture and R&D
- English

MOST PROUD OF

- 25 years of persistence, loyalty and heart to grow AKVA group to what it is today, despite times of hardship and crisis.
- Travelling to far corners of the world in over 50 countries to build AKVA's export business and strong international reputation.
- Hiring many young and promising employees and pay forward the same opportunities I once got as a 19-year old in 1984 in this fantastic aquaculture industry.
- Leading my young scouts to win the YMCA National Scout Championship in Norway in 1986
- Courage to leave my job and sail around the world with family and friends in 2019-2020, living my lifelong dream.

TROND SEVERINSEN

Senior Aquaculture Technology Advisor & Consultant

PROFILE

35 years worldwide experience from the leading aquaculture technology industry, including 17 years in AKVA group's executive management team. Focus on strategy, sales, market development, R&D and project management.

PROFESSIONAL EXPERIENCE

Managing Director & Founding Partner Vannfast AS (Stavanger Region, Norway)

June 2020 – Current

- Senior advisor and consultant in a wide range of technical fields and business development within the global aquaculture and maritime industry (*returned to Norway from around the world sailing voyage in May 2020 due to world Corona crisis*).

Senior Vice President – Technology & Development AKVA group ASA (Head Office - Stavanger Region, Norway)

June 2017 – July 2019

- Member of AKVA's global executive management team.
- Re-developed many of AKVA's fish-pen farming products as state-of-the-art to take back market shares, including:
 - New generation Polarcirkel 500R plastic pens
 - New waterborne centralized feed system
 - New generation AKVAconnect 4.0 SCADA control system
 - New digital IP camera solutions
 - Atlantis Subsea submergible netpen system
- Oversaw 35 R&D engineers, product managers and staff on:
 - Feed-, camera- and sensor systems
 - Process control software solutions
 - HDPE Plastic pens
 - Nets and Net Washer
 - Marine engineering and field installations
 - Patenting/IPR, documentation, certification, user-manuals.
- As a result, major new products were launched at Aqua Nor tradeshow in Norway in August 2019.

PUBLIC SPEAKER AT

- 2019 – Stavanger, Norway – **Oceans of Opportunity** – «Hva skal til for å lykkes med ny teknologi?»
- 2019 - Stavanger, Norway – **STIIM Aquaculture Cluster** - «Muligheter for teknologileverandører i havbruksnæringen»
- 2018 - Trondheim, Norway - **Teknas Havbrukskonferanse** - «Hvordan skal Norge forbli verdensledende innen oppdrett ved bruk av teknologi?»
- 2018 - Bergen, Norway – **13th North Atlantic Seafood Forum** - «Global markets for aquaculture technology»
- 2018 - Byrkjedalstunet, Norway – **Oceans of Opportunity** – «Framtidens teknologiløsninger for havbruksnæringen»
- 2017 - Stavanger, Norway – **Minister of Fisheries' visit to Stavanger** – «Teknologiklyngen i Rogaland - En vekstnæring med stort potensiale»
- 2017 - Trondheim, Norway - **SpareBank 1 Markets Sjømatseminar** – «Atlantis Subsea»
- 2016 - Seoul, South Korea - **Korea Sea Farm Forum** – Keynote Speaker «Future direction of netpen farming technology»
- 2016 – Kristiansand, Norway – **GCE NODE - Iran Workshop** - «Market & Business Opportunities –AKVA group building a business in Iran»
- 2016 - Arendal, Norway - **Arendalsuka – Can Norway fight poverty with fish?** – «Experiences and opportunities for Norwegian companies»
- 2016 - Bryne, Norway – **AKVA group Capital Market Day** – «Emerging markets – AKVA's potentials outside salmon»
- 2016 – Oslo, Norway – **NHO – Sammen om jobben** – «Kommersielle interesser møter utviklingsbehov»
- 2016 – Astrakhan, Russia – **Russia/Norway Aquaculture Conference** «Netpen Farming Technology and Management»
- 2016 - Teheran, Iran – **Norway / Iran Day** – «Aquaculture Technology and Management»

COO Export & CMO Group

AKVA group ASA (Head Office - Stavanger Region, Norway)

September 2002 – May 2017

- Member of AKVA's global executive management team.
- In charge of restructuring and revitalizing sales, marketing and service activities after 2001/2002 industry crisis to get the company back on its feet.
- Re-branding and incorporating new products and services into the portfolio after numerous M&A's.
- In charge of new corporate graphical profile and product branding for AKVA group going public on OSE in 2006.
- Developing and managing new export markets in Europe/ Mediterranean, Asia, Russia, Middle East and Africa, including:
 - Setting up new subsidiaries in Turkey, China, Thailand, Vietnam, Malaysia and Iran.
 - Setting up new distributors and agencies in Tunisia, South Korea, Japan, India and East Africa.
 - Hands-on export project management
 - Establishing professional legal framework/contracts, anti-corruption program, Code of Conduct/Global Compact 10, Integrity Due Diligence and Trade Finance routines.
- First and largest ever netpen export contracts signed in Croatia in 2010 (MEUR 6,8). Subsequent large contracts in Tunisia, Turkey, China, Iran and Russia (Russian Sea Aquaculture has purchased numerous complete farms installed in Murmansk area in the last decade).
- Conference speaker at numerous conferences worldwide.

Vice President & General Manager

AKVA Feed Systems Inc. (Campbell River, BC, Canada)

August 1993 – August 2002

- Established the company in 1993 and later sold it to AKVA in 1995 and 1998, becoming AKVA's first subsidiary abroad.
- Sales, service and project management of AKVA's feed systems throughout Canada and USA.
- Developed and manufactured additional feeding equipment for land- and sea-based fish farming.
- Established a sales and service base in Atlantic Canada in 2000.
- Turnover peaked in 2001 at CAD 4,6 million and 10 employees, having established the company as marked leader in feed systems in North America.
- Restructured the company through 2002/2003 to meet yet another major downturn in the salmon farming industry.

President & General Manager

TrondTech Marketing Inc. (Campbell River, BC, Canada)

January 1990 – July 1993

- Started my own aquaculture equipment supply and service company as the salmon industry experienced a major downturn.
- Took over product lines from Sea Farm Trading Inc. as their parent company decided to focus on core business (fish farming) and continued mainly as a trading company in aquaculture equipment throughout Canada and USA.

- 2015 – Kenya, Tanzania, Uganda – **Norsk Næringslivsdelegasjon – Innovation Norway** – «Netpen Aquaculture Technology»
- 2015 - Kochi, India - **5th Intl. Symposium on Cage Aquaculture in Asia (CAA5)** - Keynote Speaker «Automation in Netpen Operations and New Designs»
- 2015 – Cape Town, South Africa – **Innovation Norway** - «Netpen Aquaculture Technology»
- 2015 – St. Petersburg, Russia – **Russia / Norway Aquaculture Conference** – «North West Russia Projects – Lessons Learnt»
- 2009 – Brüssels, Belgium – **EU Parliament - Fisheries Dept.** – «Advances in aquaculture operational technology»

REFERENCES

Upon request. Meanwhile, please ask anyone in the industry that may know me!

PERSONAL & CONTACT

- Born in Bergen, Norway on July 5th, 1964.
- Married to Solgunn Moldskred and together we have 3 grown children and 2 grandchildren
- Resides in Klepp near Stavanger, Norway

MOBILE:

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E-MAIL:

tseverinsen@vannfast.no

WEBSITE (personal sailing blog):
www.summertime447.com

HOBBIES:

- Ocean & coastal sailing/racing
- Outfitting & maintaining sailboats
- Fishing & scuba diving
- Carpentry
- Mountain biking

“20 years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So, throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.” - Mark Twain

Vice President & General Manager

Sea Farm Trading Inc. (Campbell River, BC, Canada)

July 1987 – December 1989

- Moved to Canada in summer of 1987 to establish and manage the subsidiary of Sea Farm Trading AS, part of Stolt-Nielsen group's Sea Farm AS of Bergen, Norway.
- Imported, distributed and serviced a wide range of products for hatcheries, netpen farms and processing plants.
- Set up license manufacturing of plastic and steel netpens in Canada with Dupont Canada and Bourque Industrial.

Sales Consultant

Sea Farm Trading AS (Bergen, Norway)

April 1984 – June 1987

- Started as a “Delivery Boy” at Sea Farm AS' head quarter, but soon ended up as Sales Consultant in Norway and Scotland.
- Sold and distributed a wide range of equipment for hatcheries, sea pen farms and processing plants during these early years in industrial salmon farming.

BOARD MEMBER

Blue Planet (2011–2019)

(<https://www.blueplanet.no/>)

Stavanger, Norway

Centre for Aquaculture Competence (CAC) (2010–2012 / 2018-2019)

(<https://cac-salmon.com/wp/>)

Stavanger Region, Norway

Norske Leverandører til Havbruksnæringen (NLTH/NHO) (2007–2011)

Federation of Norwegian Industries – Aquaculture Suppliers Association

(<https://www.norskindustri.no/bransier/havbruksleverandorene/>)

Norway

AKVA group Scotland Ltd. (2011-2016)

(<https://www.akvagroup.com/forside>)

Inverness, Scotland

European Aquaculture Technology Innovation Platform (EATIP) (2011)

(<https://eatip.eu/>)

Liege, Belgium

EDUCATION & COURSES

Langhaugen Gymnas

August 1980 – June 1983

Main subjects: Science, Biology and English

Bergen Froskemanskole

April 1986

Dive Master & Rescue Diver

Telenor Marine Radio

March 2014

Short range certificate (SRC/VHF)

Norwegian Maritime Authority

March 2019

Boating License