

# Biography

Name	
Biography	<p>Lars Jensen is CEO of Vespucci Maritime, and is a well-known analyst and thought leader providing expert assistance in strategic decision making and analysis in the wider container shipping industry.</p> <p>Lars has been an independent consultant working with clients globally for 12 years. Prior to that, Lars worked 12 years with Maersk, hereof 6 years as Chief Analyst, 1 year as CEO of the online carrier Youship and 2 years as director of the e-Commerce portfolio.</p> <p>Lars was the author of the book “Liner Shipping 2025” which to a significant degree predicted many of the changes currently gathering pace in the industry and how carriers, terminals, ports, shippers and forwards should navigate these changes to emerge successfully.</p> <p>Lars is Director and co-founder of LinerGame which provides a hands-on training game teaching the workings of the container shipping sector using models made from Lego bricks.</p> <p>Lars has a Ph.D. in theoretical physics from the University of Copenhagen from 1998 and a Graduate Diploma in Business Administration from Copenhagen Business School from 2003</p>