

Roar Sollie

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Married, 2 children



Profile

Senior executive with extensive experience in business development within chains and retail, particularly in the automotive industry. International experience as an expat in shipping/ship supply and M&A. Proven track record of growth and results, driven by strong implementation capabilities – understands how businesses and people work and what the key success factors are for achieving projects that create real change in organizations. Board experience spanning 25 years.

Core Competencies

Professionally	Customer focus throughout the organization Business development – process management in strategy, marketing, and organization Operational experience across the entire value chain Performance management and results assurance Brand development Chain development, franchise Board expertise – development and sales focus in growth companies
Leadership	Value chain-focused – financial results Informal and direct, engaging and positive, "good with people" "Develop or dissolve"
Personal	Rational and analytical Action-oriented with strong implementation capabilities Stamina

Key Experience

05/2015 -	Partner	Automotive Consulting Group AS, Oslo
07/2014 – 01/2015	CEO	Bertel O. Steen Detalj AS, Lørenskog
12/2013 – 06/2014	Chief Operating Officer (COO)	Bertel O. Steen Detalj AS, Lørenskog
10/2010 – 12/2013	Regional Director	Bertel O. Steen Detalj AS, Lørenskog
06/2008 – 09/2010	Vice President/owners representative	EMS ASA, Dubai, UAE
03/2005 – 05/2008	CEO	Mercedes-Benz Norge nyttekjøretøy, Lørenskog
09/2001 – 02/2005	CEO	Erik Arnesen Helsefy AS, Oslo
06/1998 – 08/2001	Regional Manager	Mercedes-Benz Norge, Lørenskog
04/1997 – 05/1998	CFO	Krogslund Invest AS/Vental AS, Oslo

Education

1986 – 1989	"Siviløkonom"/MBA, University of Maryland, Maryland, USA GPA 3,14 (max 4,0)
1985 – 1985	Ex.phil, University of Oslo, Oslo
1984 – 1985	Army, infantry platoon for athletes, Elverum
1981 – 1984	High School, Lillestrøm

Board Positions

2019 -	Chairman of the Board	Bilskadesenteret AS, Førde
2010 – 2015	Chairman/Board member	Several companies in the Bertel O. Steen-group
2007 – 2008	Board Member	The Norwegian Automobile Importers' Association
2007 – 2008	Chairman of the Board	The Norwegian Automobile Importers' Association, commercial vehicles
2006 – 2007	Board Member	The Norwegian Automobile Importers' Association, commercial vehicles

Erfaring – utfyllende informasjon

- 05/2015 - **Automotive Consulting Group AS, Partner**
Partner and Managing Director – management consulting and interim leadership with a focus on the automotive industry and related sectors. See www.acg-consulting.no for further details.
- 07/2014 – 01/2015 **Bertel O. Steen Detalj AS, CEO**
Bertel O. Steen Detalj AS is a wholly owned subsidiary of Bertel O. Steen AS and consists of 41 car dealerships under the Bertel O. Steen brand, representing Kia, Peugeot, Citroën, DS, Opel, and Mercedes-Benz. Spanning the business areas of passenger cars, vans, trucks, and buses, Bertel O. Steen Detalj AS generates approximately NOK 7.5 billion in revenue and has around 1,750 employees (2015).
- 12/2013 – 06/2014 **Bertel O. Steen Detalj AS, Chief Operating Officer (COO)**
Served as CEO with the title of COO. See above for a description of the company.
- 10/2010 – 12/2013 **Bertel O. Steen Detalj AS, Regional Director**
Chairman for 6 dealerships with a revenue of approximately NOK 1.4 billion in the Oslo and Akershus region. Engaged for a 3-year period to turn around an annual loss of about NOK 40 million. Following a significant restructuring, including the closure of one dealership with 60 employees, the region delivered positive results for the first time in 2014.
- 06/2008 – 09/2010 **EMS ASA, Vice President/owners representative**
In 2008, EMS ASA acquired its largest competitor, Seven Seas Shipchandler (ship supply) in Dubai, UAE, with an annual turnover of approximately NOK 1.3 billion and about 650 employees. During this period, I lived with my family in Dubai and worked as VP in the company, holding a chairman role in several subsidiaries in the Middle East (UAE, Kuwait, Bahrain, Qatar, Oman, Djibouti). My responsibilities during this time included executing a major acquisition transaction, maintaining strong relationships with all parties/sponsors in the Middle East, and reporting directly to the Board.
- 03/2005 – 05/2008 **Mercedes-Benz Norge Nyttekjøretøy, adm.dir.**
Overall responsible for the import of trucks, vans, and buses at Bertel O. Steen AS. Additionally, responsible for all aftermarket services (both passenger cars and commercial vehicles) as well as bus sales to end customers. The division is one of Norway's largest importers, with a total of approximately 50 employees (2015). In 2007, the division received Bertel O. Steen's group award for best results. Participated in Bertel O. Steen Group's branding efforts for Mercedes-Benz and Peugeot.
- 09/2001 – 02/2005 **Erik Arnesen Helfsyr AS, daglig leder**
One of Norway's largest Mercedes-Benz passenger car dealerships, located in Oslo. Achieved strong operational results and high sales volume, including an operating margin of 7% in 2004.
- 06/1998 – 08/2001 **Mercedes-Benz Norge, regionsjef**
Responsible for sales and achieving results in various regions/dealerships for Mercedes-Benz passenger cars and vans. Later also responsible for trucks.
- 04/1997 - 05/1998 **Krogsrud Invest AS/Vental AS, økonomidirektør**
Overall financial responsibility for a private investment company, as well as the finance function in its subsidiary Vental AS (professional solar shading).
- 1993 – 1997 **NSB (today VY)/Jernbaneverket**
Served as, among other roles, financial controller and finance manager for Baneservice (the newly established contractor of Jernbaneverket), as well as being responsible for building NSB's internal PR and branding department. This occurred concurrently with the formal division of NSB into two entities:
- 1991 – 1993 **Arthur Andersen & Co, associate auditor**
- 1990 – 1991 **MultiMail AS, CFO**
- 1989 – 1990 **Runni Ungdomsskole, teacher**

Languages

Engelsk – Professional level/fluent in written and spoken English.

German – high school knowledge.

Hobbies

Outdoor activities in general – cycling, skiing (cross-country and ski touring), hiking. Travel and family.