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## PRESS RELEASE

### New International Executive Group Launched in Denmark

Being a foreign executive in Denmark can be challenging.

Although Denmark consistently ranks among the best countries in the world to work and live, many international leaders experience that Danish colleagues can be somewhat reserved when it comes to building close and trusted relationships. Without a solid foundation for personal and professional sparring, it can be difficult to perform at full capacity in a new leadership role.

A Danish company believes that a successful onboarding into Danish business culture and the local leadership environment requires structured support.

“Leadership can be a lonely journey – especially for foreign executives in Denmark. That’s why we’ve created a space where leaders can speak openly, reflect with peers, and challenge their own perspectives,” says Victor Feddersen, Victorious.

Founded by Olympic Gold Medallist Victor Feddersen, Victorious is now launching an exclusive English-speaking executive group for international leaders in Denmark. The purpose is to create a confidential, cross-industry forum where leaders can share experiences, develop personally and professionally and strengthen their leadership impact.

Each group consists of 12–14 carefully selected profiles seeking a trusted space for peer-to-peer sparring. The core principle mirrors the synergy found in elite sports:

“No one wins alone.”

The group facilitator is Signe Biering, former Danish diplomat with more than 20 years of experience in India, China, and Israel. She has served as government advisor, chief negotiator, and cultural bridge-builder and today works with leadership development and executive coaching.

“I see a growing need among international leaders in Denmark for a space built on trust, presence, and courageous conversations. This group will be a place where leaders can find clarity, honesty, and strong relationships,” says Signe Biering.

### About Victorious

Victorious was founded by Olympic Gold Medalist Victor Feddersen and is built on the same principles that made Denmark’s legendary rowing team “*Guldfireren*” (The Gold Four) world leaders for 22 years: shared goals, discipline, trust, confidentiality, and continuous improvement.

Our mission is to create Denmark's most impactful executive networks – communities that combine business and human development, inspired by the Olympic ideals:  
Faster. Higher. Stronger. Together.

Through our exclusive executive groups, talent programs, and “World-Class” company visits, we help our members gain inspiration, insight, and energy to perform at the highest level.

### About the English-Speaking Executive Groups

The Victorious International Executive Groups bring together a select community of English-speaking international leaders in Denmark who share a desire to grow, perform, and connect meaningfully.

Each group consists of up to 14 members – typically CEOs, COOs, CFOs, CMOs, and EVPs – carefully composed to ensure both trust and diversity of perspectives. The small size allows for confidential conversations, while the diversity of industries sparks new insights and inspiration.

Confidentiality is key: what is said in the room, stays in the room. Every member has a voice – fostering engagement, authenticity, and mutual respect.

The groups meet six times per year at Charlottenlund Castle, in inspiring sessions lasting around three hours.

Themes and discussions are driven by members' own challenges and global trends – from geopolitics, cybersecurity, and digital transformation to culture, growth, and leadership in times of change.

Membership also includes access to INSEAD Masterclasses, World-Class company visits, Business Cycling events, an annual cross-group conference, and selected social dinners and activities across the Victorious community.

All groups are named after Olympian gods – *Team Zeus*, *Team Hera*, *Team Poseidon* – symbolising the belief that leadership, like elite sport, is a discipline of growth, teamwork, and shared excellence.

The Victorious executive groups are facilitated by Victor Feddersen (Olympic Gold & Bronze, “Guldfireren”), Per Henrik Brask, and Signe Biering.

Victorious is more than a network – it is a community built on trust, ambition, and collaboration. Not for everyone – but a lot for the few.

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