

Biography



Björn Härenstam

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Throughout his career Björn Härenstam has passionately supported environmentally sound and sustainable business solutions whilst pursuing commercially robust and progressive approaches to brand development, international business expansion and corporate evolution.

Björn previously held positions as CEO, director of sales & marketing and international business development at various stations like Switcher quality Textiles/CH, Yrkeskläder , M&Y/Sweden , Lee Jeans (a subsidiary of VF corporation USA), Textet international (distributor of Lacoste in Nordic), James Harvest , The New Wave Group etc.

A resident of Switzerland, Björn has worked to drive change and growth for a litany of companies on every continent, too numerous to list. Among his various expertise: international business development, assessments & turnarounds, sales & marketing and mergers & acquisitions. Björn is Swedish by birth, a skilled conveyor of warmth and openness, and a true lover of life.