

The Network Effect

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Lars Jensen

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Lars Jensen is CEO of Vespucci Maritime, and is an analyst and thought leader providing expert assistance in strategic decision making and analysis in the wider container shipping industry. Lars has 22 years of experience from inside the container shipping industry, whereof the last 12 years has been as an independent analyst and consultant for carriers, shippers, ports, maritime technology firms and financial institutions.

Prior to being an independent analysis, Lars held positions in Maersk including Chief Analyst, Director of Market Intelligence and Director of E-Commerce. Lars was CEO of Maersk's launch of a fully online container carrier Youship in 2007-09 which pioneered many of the elements seen in today's online offerings across carriers and forwarders.

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.

Lars has an education as a Ph.D. in physics as well as has a Graduate Diploma in Business Administration.