

**Lars Sorensen**

*Global Product Manager for Combines and Headers, New Holland Agriculture*



Lars Sorensen is Global Product Manager for Combines and Headers at New Holland Agriculture, a global brand of CNH Industrial. Based in Zedelgem, Belgium, he is responsible for New Holland's global combine product portfolio and the products' business performance.

Prior to this appointment, Mr. Sorensen was Director of Product Management for New Holland Headers, Combines and Foragers from 2015 – 2017. He has previously held several other positions with New Holland Agriculture Europe, including: Marketing Director for New Holland EMEA from 2014 – 2015 and Business Director for New Holland Nordics from 2010-2013. Before joining the company, Mr. Sorensen spent ten years at crop protection equipment manufacturer Hardi from 1997 - 2007. There, he finished as Product Marketing Manager.

Lars Sorensen has a Masters' degree in Agriculture from the University of Copenhagen and a Bachelors' degree in Marketing and Management from the University of the Pacific.