



Simon Haldrup

Simon Haldrup is the CEO and co-founder of Agreena. Since launching Agreena in 2018, Simon has led the company to the forefront of soil carbon certification and regenerative agriculture finance.

Prior to Agreena, Simon spent 15 years at Danske Bank, most recently as Executive Vice President of Business Development, where he led large-scale transformation initiatives focused on digitalisation, innovation, and regulatory implementation.

A digitally minded business leader, Simon combines strategic and commercial acumen with deep cross-functional expertise spanning technology, finance, risk, product development, and innovation. He is passionate about unlocking business potential through collaborative leadership and purposeful transformation.

He holds an M.S. in Engineering and Robotics from the Technical University of Denmark, and has completed executive programs in Strategic Finance at IMD and at MIT Sloan School of Management.

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