

Curriculum vitae for Lars Arvei Moen

Work experience: **May 2020 – now:** *Norwegian School of Economics*
Department of Strategy and Management, Ph.D. Research Scholar

October 2019 – May 2020: *Norwegian School of Economics*
Department of Strategy and Management, Research Assistant

August 2018 – June 2019: *EY AS (formerly Ernst & Young)*
Assurance, Senior Auditor

September 2013 – June 2018: *Orkla Health AS*
Oct 2017 – June 2018: Business Development, Business- and Digital Analyst
Dec 2015 – Oct 2017: Business Development, Market Analyst
Sept 2013 – Dec 2015: Group Marketing, Central Brand Manager

January 2011 – September 2013: *Deloitte AS*
Aug 2012 – Sep 2013: Consulting, Management Consultant
Jan 2011 – Aug 2012: Audit & Advisory, Associate Auditor

Education Norway: **May 2020 – now:** *Norwegian School of Economics*
Department of Strategy and Management, Ph.D. Research Scholar
Area of research: Growth strategy for digital businesses

Publication:

- *Diversify or doubling down: Choosing a digital growth strategy.* International Journal of Innovation Management. 2023. (Accepted - to be published)

January – August 2013: University of Oslo
Entrepreneurship School

2008 - 2010: *Norwegian School of Economics*
M.Sc. in Financial Economics

2005 – 2008: *Norwegian School of Economics*
B.Sc. in Business and Administration

Education abroad: **June – August 2013:** *University of California, Berkeley*
Entrepreneurship School, USA

July - November 2009: *University of New South Wales*
Student exchange program, Sydney, Australia