

## About Vidar Lund

Age: 38

Education:  
Masters, Physics

Vidar has worked with GenoMar for nearly seven years, initially based in Oslo but now stationed in Singapore.



He has been involved in discussions and trials surrounding genetic verification of origin for more than six years and has extensive knowledge of the opportunities, challenges and technical sides of the Genopass System. He was in charge of designing the Genopass System protocols in collaboration with AVA (Agri-Food & Veterinary Authority of Singapore).

His job in Genopass is to secure that the business has a strong technical foundation. He also uses his contacts with NGO's and industry leaders to actively promote the Genopass System.

He previously worked for the American Consultancy Company Accenture and has extensive experience from object oriented programming including C++ and Java. He also worked with database design and advanced graphical user interfaces.

While working for GenoMar Vidar designed the GeneBoost Server which forms the basis of all breeding programs managed by GenoMar. He also designed the AutoMate package that is used by Marine Harvest and the Rauma Group when mating Salmon in their breeding programs.