



# Karin Kärving Søholt

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## ABOUT KARIN KÄRVLING SØHOLT

Karin Kärving Søholt is Zacco's CMO. Following an international education, Karin started her career as a lawyer, quickly developing an interest in intellectual property law and trade secrets. Moving into IP, she remained an attorney in private practice where she discovered a talent for client relationship building, transforming her role into one of business development and strategic alliance building.

She remained grounded in the field of IP and having observed the forthcoming digital revolution, Karin co-founded one of the first software companies to provide SaaS solutions for the IP industry, which remains in use by leading Scandinavian and Fortune500 companies. Following years of successful growth, the company was sold to a major IP support services firm, where Karin continued alongside the new owners, quickly becoming VP of Sales for Northern Europe, then Director of Strategic Alliances for the entire EMEA region.

Prior to joining Zacco, she was Global Head of Sales and Marketing at one of the world's leading IP software firms, giving her a detailed understanding of the changing IP marketplace, and the desire for closer cooperation within the industry. For Karin, the global proliferation of ideas and innovation has evolved beyond the traditional protections offered by patents and trademarks. As IP rights move into the future, she knows that firms need to branch out to provide services that can accommodate the entire IP lifecycle, either directly or through strategic partnerships and alliances with other international firms.

At Zacco, she is responsible for spearheading Zacco's growth. As part of the Management Team, she is part of new product and service development, identifying the future needs of clients and establishing global alliances and partnerships to further establish Zacco's reputation as a true global provider.