Niels Due Jensen has passed away aged 81 **13-Sep-2024**

**Farewell to aremarkableperson. Niels Due Jensen was a towering figure in Danish business. He transformed Grundfos into a global company with a strong foundation in his Danish roots and values.**

My beloved father has passed away, surrounded by his family. His last days were difficult due to illness, but we shared moments of talking, crying, and laughing together. His joy and gratitude for life were extraordinary. Although he dedicated much of his life to Grundfos, he was always there for us as a husband, father, grandfather, and father-in-law. He has always been there for us and has taught us respect for other people, integrity and the importance of valuing and supporting diversity,” says his son, Poul Due Jensen.

Despite the loss of this great man who elevated Grundfos from a Danish company to a global entity, his legacy endures.

Niels Due Jensen was synonymous with Grundfos.

He was barely two years old when the company was founded and truly grew up with it. He was an apprentice as a machinist at Grundfos. As a fully qualified mechanical engineer. He became an even bigger part of the company, and in 1977 he took over as CEO. He held the role until 2003, after which he dedicated himself to board work, first for the Grundfos Group, then for the Poul Due Jensen Foundation, the primary owner of Grundfos.

Everywhere in the world when you meet Grundfos or its products, you see the legacy of one of Danish business' most visionary leaders - a man who in many ways was ahead of his time.

Niels Due Jensen was the first in the industry to develop and manufacture electronics for pumps, pioneering the path towards intelligent and energy-efficient pumps. His foresight led him to introduce a value-based leadership style at Grundfos, ensuring the company was purpose-driven long before it became a common management mantra.

Niels Due Jensen dared to stand up for what he believed in. This applied both in business as well as society. With his flair for engineering, he became deeply involved in Grundfos' development of ground-breaking technologies, and with his commitment to the surrounding community, he dedicated himself to supporting and developing initiatives and giving a voice to people who would otherwise have remained unheard.

Niels Due Jensen was a businessman and citizen. He was also a father and a husband. Together with his wife, Minna, he had two children, Annette and Poul, both of whom have been involved in Grundfos through business and board work. Alongside Minna, he renovated the Ormstrup estate near Bjerringbro and made it the focal point of the Due Jensen family, with a deep respect and love for the surrounding nature.

Niels Due Jensen is here no more. Today we commit to honouring his memory and keeping his legacy alive.

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