



LOUIS BOUCHER

CEO BlueJeans Inc.



CONTACT

PHONE:
0678 55 50 10 3

E-MAIL:
boucher@bluejeans.eu

Personal Information:

Born:	13th July 1965
Family:	Married to Dr. med. Layla Boucher

Education:

1971 – 1984	River School, Little Town.
1984 – 1985	Gap year in Italy.
1985 – 1990	BA and MA in Biochemistry.

Experience:

1987	6 months internship at Hennes and Mauritz AB in Västerås, Sweden.
1989	3 months internship at GreenShirt Inc. (Startup at that time).
1990 – 2000	Building GreenShirt as CCO with Ole Strömqvist, CEO.
2000 – today	CEO BlueJeans Inc.

Leadership:

Being the chemistry nerd in school, I soon became president of the Biochemistry Club, while also working part time in the chemistry lab of our school. Even at a young age I wanted to take responsibility for myself and my community. I, thus, joined the local leading party after school and engaged in local activities and demonstrations, e.g., against nuclear weapons in 1989 where many protesters and the initiators got arrested. In my job I wanted to take responsibility as well, so I worked as CCO (Chief Chemistry Operator) at the start-up GreenShirt Inc. of my old school friend Ole Strömqvist. 20 years ago, I wanted to move away from chemistry and focus more on leadership and became CEO of BlueJeans Inc. which is now one of the most successful denim brands in Europe. With the intention of becoming more sustainable, we plan a fusion with GreenShirt Inc..