

# He has created one of the fastest-growing companies in North Jutland. Now he steps forward.

A tech wizard from Aalborg introduced groundbreaking initiatives in the industry several times at his former employer, but it is only recently that he can reap the rewards of his skills.



He is the brain behind the international company, but it is far from his first good idea. *Photo: Martin Damgård*

He might be dressed as a businessman.

But behind the unbuttoned shirt lies a passionate, and very fast-talking, computer nerd.

“  
I'm a nerd,  
a huge nerd.  
”

“You have to understand that everything I do is with the brain”

## Behind the anonymous facade

Admin By Request is located in the old Alm. Brand building overlooking the Limfjord.



Last year, Admin By Request bought the building next to the Limfjord Hotel, where Alm. Brand has been located for several years. *Photo: Martin Damgård*

You probably haven't heard of them. Or Lars Sneftrup Pedersen.

## Admin By Request is a software company

Simply put, they offer security solutions for computers that prevent employees from downloading malicious programs on their work computers.

That solution can save companies a lot of resources and worries. The two alternatives are either that the IT department manually approves each download or opens the network to all employees. Lars Sneftrup Pedersen is the brain behind the company. He is also the founder, sole owner, and director.

Lars Sneftrup Pedersen decided during a vacation to spend 1000 hours developing his company. Today, it has paid off. And Admin By Request is not his first good idea, but it is only recently that he can reap the rewards of his skills.





Lars Sneftrup Pedersen decided during a vacation to spend 1000 hours developing his company. Today, it has paid off.  
*Photo: Martin Damgård*

## Pioneering technology

Lars Sneftrup Pedersen began programming computer games in machine code when he was very young, long before it was a billion-dollar industry. Back then, a primitive game on a disk came free with a magazine and it was precisely such a deal he tried to make with a magazine when, in his own words, he got screwed over.

“They said no to the game, but I found out many years later that they ended up selling it anyway. Without my knowledge.”

“It was very common back then,” he recalls with a laugh. Another time he actually received 35,000 kroner for a game that ended up being distributed throughout Europe. A very nice payment back then for a teenager, he says.

Nevertheless, he dropped out of the gaming industry, studied computer science at UCN in Aalborg, and became a regular employee as a programmer at Sonofon, now Telenor.

Lars Sneftrup Pedersen optimized Sonofon's subscription system, which was “infinitely slow,” he recalls. A period where he could really leave his mark on digital development. He automated, among other things, a system so that during the installation of a simple program on the computer, one didn't have to change six disks along the way.





Lars Sneftrup Pedersen optimized Sonofon's subscription system, which was endlessly slow, he remembers.  
*Photo: Martin Damgård*

It was quite groundbreaking. Everyone had that problem back then," Lars Sneftrup Pedersen explains. It was apparently so clever that Lego approached Sonofon - they wanted the same system.

It was a bit of a decisive moment, so Sonofon had to decide if they were also a development company. They remained just a telecom company, and Lars Sneftrup Pedersen remained as a programmer in the company for a while longer, where he continued to develop pioneering technology. When he left, over a million subscriptions had been created for the store system he developed.

## Exclusive Sponsorship

A past as a digital pioneer, now with international success at Admin By Request.



Admin By Request was originally founded as FastTrack Software ApS. That company was laid to rest because it couldn't make money, but the coding at Admin By Request is based on the work in the former company.  
*Photo: Martin Damgård*

As a humble North Jutlander, one is likely tempted to ask how a man from Løgstør figured out the big technological questions.

“I can't answer that. It probably comes from being very diligent”

Admin By Request has a number of offices worldwide. They have doubled their growth every year, which Lars Sneftrup Pedersen intends to continue. Therefore, they are now stepping on the gas, developing their product portfolio, and changing their marketing strategy - they need to be more visible.

A maneuver that involves a sponsorship deal with the pinnacle of motorsport, Formula 1. When Kevin Magnussen closes the visor on his helmet before the start of the race next season, he will reveal a logo from Admin By Request. This provides global exposure to half a billion people.



Kevin Magnussen has already visited Aalborg with his helmet, which he used during the Baku Grand Prix, and the suit from the Las Vegas and Abu Dhabi Grand Prix. *Photo: Martin Damgård*

“They think in the office that we sponsor him because I've been following Formula 1 since I was a child,” Lars Sneftrup Pedersen laughs. The real reason is that their target audience watches Formula 1, just like the rest of the sponsors in the sport are primarily made up of tech companies. Everything I do is with the brain,” he claims again. Yet it's not the brain that decides when venture capitalists regularly make longing inquiries to the office. He consistently rejects them. He sees no reason to sell the company, he says, and returns to his time as a game developer. It's just an unreal feeling when you sit with a joystick in your hands and look at something you have created yourself.

