

Open Up Your Eyes: Soundtrack to personal success

Soren Holmgren, 38, speaker and motivator, engages recording artist Karoline Munksnæs, 31, to write music for a new branding initiative.

As a 17-year-old Soren Holmgren was given the tough message that he would become blind. He was advised to accept a lifelong pension from the Government but declined, determined that his lack of vision would not prevent him from gaining the life he dreamed of. Soren has long since proven that he can achieve the goals he sets himself. Two Olympic gold medals in Goalball, the title of IBM's new best salesman in Europe-Middle East-Africa 2006, and a successful career in sales and advice gave Soren solid experience which he now shares through courses and lectures in Denmark and abroad. In 2009 Soren published his first book, "Blind faith - the path to personal success", through the publisher People's Press.



On working together with Karoline, Soren says "I was looking for the perfect voice which could put into words what is me and that took Karoline. She has a colorful and energetic fervor and a great talent to write a song and make it down-to-earth and easily accessible".



Karoline Munksnæs, singer, actor and now a recording artist, with her debut album "In the opposite direction" out in March 2010, is also featured in the Oestre Gasvaerk theatrical concert "Before it gets said" in February 2010. Karoline is also known for her unique voice and honest interpretations. On working with Soren, Karoline says "I have noticed myself how important it is to go after my dreams and find my own potential - and dare to make use of it. And to see things in their proper light - even if one is blind - that's fantastic".

Soren and Karoline have come together in an unconventional project, which is about setting music to the positive outlook that underlies Soren's success. Karoline wrote both the text and the music for the track "Open Up Your Eyes".

Listen to the song at www.itoi.dk

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