

Michael Hur Bertelsen

Attorney-at-Law,Partner,LL.M.

Mobile +45 29 99 31 08
Direct +45 36 94 12 54
Email mbe@plesner.com

Plesner's Digital, Tech and Commercial team provides continuous assistance to businesses, including not least businesses with specific needs or focus on digital and technology matters. The team offers deep technical and commercial expertise, as well as up-to-date knowledge about new technologies and regulatory requirements.

PRACTICE AREAS

Digital, Tech & Commercial
IT contracts
Outsourcing

Michael is a partner in Plesner's Digital, Tech and Commercial and focuses on digital and technology matters. He has been involved in numerous IT projects and transactions, ranging from large tech M&A transactions to outsourcing projects to the negotiation of development agreements, implementation agreements, license agreements, and cloud agreements.

Michael provides advice on, e.g., contractual aspects, regulatory matters, and IT/tech disputes and has extensive experience with complex IT carve-out projects and within regulated sectors such as the financial sector.

He also has deep in sight into and provides advice on new digital regulations such the EU AI Act and EU Data Act.

He has worked for customers in many different sectors, as well as IT/tech suppliers, ranging from start-ups to blue-chip companies (including many with an international foothold), and holds a Master's degree in Law from Columbia Law School (with honours as a James Kent Scholar) and Aarhus University.

Michael is a certified IT lawyer and is the chairman of board of directors of the

Association of Danish IT Attorneys. In addition, he also serves on the boards of other companies and foundations.

He is a regular speaker and lecturer on IT-related topics, and he co-authored an article analysing the liability aspects of personal data processing.

Non-lawyers consistently seek Plesner's Digital, Tech and Commercial team for its concise and commercially driven advice. The team also manages to seamlessly oversee and coordinate when expertise from other areas (e.g., employment or corporate law) becomes relevant.

Selected cases

- Advised TechnoGym on sale of software company Exerp
- Assisted Sentia Denmark in disposal of data centre operations
- Advised Volkswagen Financial Services Danmark in procurement of asset financing solution

- Advised Lægernes Pension on procurement of new pension system from Nes Tech
- Assisted Aeven in acquisition of KMD's infrastructure outsourcing business
- Advised Envases Europe on transformation of ERP platform
- Advised GlobalConnect on sale of outsourcing service business to Unit IT
- Assisted Netcompany in conclusion of outsourcing agreement with Forca
- Assisted Netcompany in acquisition of SDC

Ratings

2026 **Legal 500**

Michael Hur Bertelsen is recommended and listed as a Next Generation Partner as regards Information Technology. Further, he is recommended as regards Telecoms.

"Michael Hur Bertelsen, Nina Bech Damgaard Pedersen, and Niels Christian Ellegaard are all top tier individuals"

2026 **Chambers Europe**

Michael Hur Bertelsen is ranked as Up and Coming as regards Information Technology.

"Michael is very knowledgeable within the area and stands out for his background in M&A"

2025 **Legal 500**

Michael Hur Bertelsen is recommended and listed as a Next Generation Partner as regards Information Technology. Further, he is recommended as regards Telecoms.

"Michael Hur Bertelsen is second to none within the field of IT, including IT transactions"

"Both Michael Hur Bertelsen and Niels Christian Ellegaard are a joy to work with. My primary contact is Michael Hur Bertelsen. He is always very responsive and gives the advice needed in a very actionable format"

"Michael Hur Bertelsen and Nina Bech Damgaard are strong legal partners to us. Reliable, fair and solution oriented within deadlines given. Including strong on advisory and commercials"

2025 **Chambers Europe**

Michael Hur Bertelsen is ranked as Up and Coming as regards Information Technology.

"Michael Hur Bertelsen is a joy to work with"

2022 - 2024 **Legal 500**

Michael Hur Bertelsen is recommended and listed as a "Next generation partner" as regards Information Technology. Further, he is recommended as regards Telecoms.

"Owing to his impressive technical knowledge and legal expertise, Michael Hur Bertelsen is second to none. Michael is an outstanding negotiator who consistently fights for his client's position while maintaining a pleasant negotiating climate" (2024)

"Michael Hur Bertelsen is a very knowledgeable, technically strong lawyer with great drafting and communication skills. He is very creative, discrete and diplomatic in finding solutions during difficult negotiations and potential disputes. I would recommend him to everyone!" (2022)