

# Biographies of our presenters at Digital Landscape 2009 and some further presentations around their subjects



Moderator of the event!

**Ola Ahlvarsson**

founder and CEO, Result, SIME

Ola Ahlvarsson, one of the "Top 10 Leading European Internet Entrepreneurs 1999", Wall Street Journal, and with similar recognition by Business Week and Financial Times in 2000, the former world champion in Kickboxing turned business entrepreneur after his athletic career.

Founder and chairman of Result he has helped more than 200 Internet companies grow internationally the last ten years. Ola has authored the book "Ola Mission Possible Ahlvarsson" which was published in Swedish by Midas 2005 with an English version 2008.

Ola holds an MBA from the University of Stockholm and is the course director and executive MBA Faculty member at Stockholm School of Economics in Riga.

**RECOGNITIONS:**

- Top Ten Leading European Internet Entrepreneurs 1999, Wall Street Journal 1999
- Appointed one of the future leaders, World Economic Forum, Davos 2000

## Presenters at the event

**Malcolm Otter**

Senior Director of Consulting, KEYNOTE

Malcolm is responsible for Keynote's Customer Experience Management Business in EMEA. He has been with Keynote for 5 years and has over 12 years experience in measuring and designing effective online customer experiences, gained in Europe, Hong Kong and Australia. In recent years, he has acted as a consultant to a wide variety of organizations such as Sony Ericsson, HSBC, MasterCard, Lloyds TSB, Telefonica, GlaxoSmithKline and many others. An expert in both design and online research, his specialist areas are financial services and telecoms. He played a leading role in the design of the first 3G wireless products and services. Malcolm holds a Masters degree in Human Computer Interaction and an Honors degree in Psychology.

Nordic Online Banking Competitive Benchmark Insights  
- main presentation

In the summer of 2010, Keynote in Partnership with Cybercom ran a large scale competitive benchmark of the leading bank websites in the Nordic region. The study involved 2,500 people from Sweden, Norway, Denmark and Finland carrying out realistic tasks on the bank websites and providing feedback. The purpose of the study was to identify which aspects of the site experience are driving improved acquisition and brand perceptions and to show which banks are offering best practice. This

presentation will cover the main findings and insights to illustrate the power of gaining accurate measures of online customer experience and behaviour.

What Consumers Really Want Demystifying the Online Customer Experience with insights from studies of Bing, HP, Sheraton and Expedia - break out session

**Tony Hosseiny**

Application Acceleration Product Specialist Europe, AKAMAI TECHNOLOGIES

In his role, Tony covers the whole of the European market for Akamai partnering with sales, services and marketing teams across the region to meet and exceed customer service levels and sales performance for Akamai's Application Performance and Cloud-based solutions. Based in Germany, Hosseiny brings a breadth of industry, technology and market knowledge to his role at Akamai with over 10 years experience in application and network-based solutions in the European market, working in various roles associated with product management, solutions engineering and solutions architect positions during that time. He joined Akamai from Radware, a leader in the ADC market, where he spent seven years as the company's EMEA SE manager, as well as leading the EMEA Carrier Solutions team. At Radware, he also played a senior role driving market penetration, enabling sales to exceed sales targets, and successfully positioning solutions in a highly competitive market segment.

Tony has a MBA in International Business from Northrop University in Southern California and a Bachelor's degree from the University of California, Irvine.

Improve user experience in web applications - main presentation  
- How can you guarantee your customers a good and solid user experience when accessing your applications?

Decades old Internet routing and transport protocols were created for text and are inefficient at handling distribution of data and graphics rich applications, especially in today's global economy. Choked pipes and the rapid increase in traffic further degrade performance. Add to that the risks introduced by network outages due to severed communications links. All this can cause a lot of frustration for customers who are trying to access business services over the Internet. Internet specialists Tony Hosseiny reveal some innovative approaches round these challenges

## Jonny Nässlander

AKAMAI TECHNOLOGIES

Milk and trucks to China in 4,2 seconds – break out session

Many large organizations utilize Akamai services. Here you can learn why Volvo Group and Alfa Laval choose to use Akamai. What were their challenges? What solution did we find together and what were the results. Learn about the decision process and the customer benefits that they achieved

## Gustaf Sahlman

CEO, POLOPOLY

Gustaf Sahlman has a 15 year track-record of working with knowledge-intensive high growth technology companies. He combines a strong understanding of the digital landscape with a never ending business drive.

Prior to joining Atex, Gustaf has held various management positions in international tech companies. Most recently, he co-founded and was the managing director of the Swedish web content management vendor Polopoly. He developed Polopoly to become one of the world's most exciting WCMS vendors. Polopoly was acquired by Atex in 2008. Upon becoming part of Atex, Gustaf assumed an Atex role as divisional head.

In 2010, he was made overall responsible for all of Atex' digital activities, where one of the main goals is to assist the customer base in managing changing media consumption behavior; and ultimately, to help customers to manage the digital transformation of their businesses.

Gustaf holds an MSc from the Stockholm School of Economics.

Making the web user experience the key to increase CPM and improve conversion – main presentation

## Jon Twomey

Senior Pre Sales Consultant, POLOPOLY

Senior Pre Sales Specialist, with a keen technical ability combined through a clear understanding and appreciation of commercial issues, alongside an ability to create and clearly present technical solutions to meet and solve business problems and issues.

The infinite web site - putting metadata to use –break out presentation

## Kenny Bogø

Group Business Development Manager, Adobe Nordic

Kenny Bogø works as Group Business Development Manager at Adobe Systems Nordic where he focuses on rich internet experiences and how companies can expand existing business models with creative usage of digital content.

Digital Customer Experiences – main presentation

Consumers demand great experiences no matter where they are and a technology industry that creates newer devices and services to satisfy them. As a critical partner in the evolving digital customer experience development, publishing and web optimization industry, we would like to share with you a few interesting customer cases to demonstrate how cutting-edge technology from Adobe can help you create, deliver, optimize and target your audience in a forward-thinking way.

## Jesper Lindhardt

GM Adobe Systems Omniture Business Unit, Nordic & Benelux

Jesper Lindhardt is the General Manager for Adobe Systems Omniture Business Unit in the Nordics and Benelux since January 2007. From 2005 Lindhardt served as the Chief Operating Officer for Instadia, responsible for growing Instadia's international web analytics business, until acquired by Omniture Inc. Mr. Lindhardt previously served as Vice President, Global SMB for SAP AG and before that had several managerial and executive positions in international software companies including more than 6 years driving global channel development, marketing and sales at Navision (now Microsoft Business Solutions). Lindhardt graduated as Master of Science from the Copenhagen Business School and has attended executive training courses at the Stanford Business School.

Web optimization – break out presentation

Consumers demand great experiences no matter where they are and a technology industry that creates newer devices and services to satisfy them. As a critical partner in the evolving digital customer experience development, publishing and web optimization industry, we would like to share with you a few interesting customer cases to demonstrate how cutting-edge technology from Adobe can help you create, deliver, optimize and target your audience in a forward-thinking way. This session will focus on Nordic web optimization customer cases.

## Karl Scotland

Lean and Agile Coach, RALLY SOFTWARE

Karl Scotland is a versatile software practitioner with over 15 years of experience covering development, project management, team leadership, coaching and training. For the last 10 years he has been successfully applying Agile methods, and most recently has been a pioneer and advocate of using Kanban Systems for software development. Currently an Agile Coach with Rally Software in the UK, Karl is a founding member of the Lean Software and Systems Consortium and the Limited WIP Society, and has previously championed Agile and Lean Thinking with the BBC, Yahoo! and EMC Consulting. Karl writes about his latest ideas on his blog at <http://availagility.co.uk/>

Agile –the new black –main presentation

Agile grew out of small, cross functional, co-located teams. Large, global, distributed organisations, therefore, face challenges when adopted Agile methods. However, these organisations can realise the benefits of agility by understanding why Agile works. This talk will explore various approaches for implementing Agile at scale to fulfill the promise.

## Antony R. Gilling

Technical Account Manager and Agile Adoption Expert,  
RALLY SOFTWARE

Antony brings nearly 25 years of experience in consulting delivery of Applications Lifecycle Management (ALM) software solutions. He is a Certified ScrumMaster (Agile), a Certified Prince II Practitioner, and also has an ITIL Foundation and Manager Certification. Mr. Gilling also has won several awards during his time at both Serena Software and Merant. Currently at Rally Software, Antony specializes in partnering with Rally's customer to ensure success through the entire life-cycle.

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(Antony R. Gilling - continuing)

A guide in the agile jungle- real life demo -break out presentation

During Antony's presentation he will demonstrate how Rally has created the only Agile Application Lifecycle Management platform that gives Agile development organizations the visibility and project collaboration needed to deliver a steady flow of high-value software.

### **Mats Henriksson**

Senior Vice President, PAN Nordic Card Association

Mats Henriksson is managing the PCI DSS programme of PAN Nordic Card Association. Mats has over 14 years experience in the card payments industry, firstly with Swedbank and then with Visa, EDB Card Services and Pan Nordic Card Association. Mats has managed a variety of roles, within Business Development, Marketing and Risk Management.

Mats' current position brings him into regular contact with banks, software vendors and security companies. Mats is together with the PAN Nordic Acquirers working on increasing the pace of PCI DSS compliance, thus minimising the risk of financial and reputational damage to all parties within the payment chain. He presents regularly at conferences within the PAN Nordic Card area.

PAN Nordic Card Association's PCI DSS programme  
Pan Nordic Card Association has since 2007 run a successful PCI DSS Compliance Programme to increase the card payment security and create a market for PCI DSS Compliant card payment products only.

During this presentation, the Pan Nordic Card Association's Compliance Programme and the main leanings from the Programme will be presented.

### **Björn Elmberg**

Senior Web Strategist, CYBERCOM

Björn is a senior web strategist at Cybercom, with more than ten years of Internet experience. He has helped develop digital strategies for several of Sweden's leading organizations, both traditional enterprises as well as dedicated Internet companies. Björn has gained a deep knowledge of online marketing, digital business development and current online trends. Björn also teaches Web Strategy at Berghs school of Communication.

### **Ola Oredsson**

Senior Web Strategist, CYBERCOM

Ola Oredsson, Senior strategist on Cybercom since 1998 Ola has been developing strategies and working with digital solutions. He is a true digital nerd and loves to play around with all the new stuff he can get his hands on. Ola has helped startups as well as large blue-chip clients developing their online presence. Ola teaches the next generation on RMI Berghs nad has been a moderator and speaker on several events.

3 FRESH business ideas for the digital arena -interested?  
- main presentation

Social media, Augmented reality, Internet of things. The latest digital trends merge and tell us one single but crucial insight - Everything is connected. Always and everywhere.

This has a huge impact on the way we behave, communicate, consume and make business. Companies need to realize how this radically changes the foundations for how we do business. In order to unlock your digital potential, create new business value and shape new markets, you need to understand the radical change that is happening around your company. Ola and Björn illustrate the latest trends, how they affect your business and what you need to do in order to strive in the digital landscape.

### **Mikael Grönlund**

Web Strategist, CYBERCOM

Mikael Grönlund is a web strategist at Cybercom and has worked in the online industry as a web editor and web manager in the companies TeliaSonera and, Vattenfall since 1997. In 2007 he "switched sides" and is now working as a consultant with companies such as Grant Thornton, SVT, Stockholm University and is regularly engaged as a speaker on the topic social media. He thrives in the digital arena with the challenges companies face today.

Are you ready for the new employee? - intranet 2.0  
-break out presentation

As the use of social media like Facebook is increasing day by day the demands on companies' intranets gets higher. The users will not accept that the Intranet is a monologue, where an editor decides what to publish. They expect a dialogue and demand to participate and collaborate. They are used to comment, give and get feedback and spread their knowledge - as they do in their everyday social life - online. The generation born in the 90's, which have been online from the day they were born, cannot, and will not accept to be left unheard.

The companies can handle this in two ways. They can meet these "new" demands and stay in the competition for the best work force - or find themselves left behind. It's no longer an option - but a must-have. Potential employees want to work for progressive leaders who know and understand their way of thinking.