

**Greger Berglund**

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## CV – Greger Berglund

### Experience

#### *2022-05 to present Fitness24Seven AB, Lund, Sweden*

*Interim CIO*

Member of the Management Team with responsibility to develop the business, not only limited to the IT and digital aspects. Focus is, however, the digital strategy, road map, future IT landscape, development, and daily operations. Fitness24Seven operates in five countries in Nordics, Thailand and Colombia and runs almost 300 Fitness Clubs that are open 24/7. I am responsible to secure daily operations from member services such as the in-house developed app, club services such as Point of Sales, access system, turnstiles, security systems, connections, our gym system, and the IT infrastructure. We are currently almost done with a cloud transformation journey, but the entire organization has also done substantial digital transformation I have worked with together with the owner and management team (Mobile entrance, new app, online onboarding).

- Mobile Entrance and new app with QR codes, online onboarding
- New ERP Gym System in Thailand (Colombia is next)
- New Customer Service system and Chatbot
- New Data platform (Azure data lake) and Power BI
- Infrastructure in cloud, no physical data center
- Cisco Meraki and SD-wan rolled out on all gyms

Vendor and partner management and handling of agreements are part of the weekly business as well as intense work to establish processes and structure to increase quality and efficiency. Aligning the IT landscape with the business and the industry. Budget and KPI reporting.

I have focused on coaching and raising the IT departments service mindset and level. That has been successful, and we have scored higher satisfaction figures.

Leading the IT Management team with IT Operations Manager, Digital Team Lead and IT Architect.

#### *2019-02 to 2022-04 CGI Sverige AB, Malmö, Sweden*

*Director Consulting Services, Engagement Manager & Account Manager*

- Director Utilities Business Unit 2019-12 – 2022-04. Management activities such as recruiting, salary reviews, time reports, requisitions etc. Responsible for the direction and strategy for CGI utilities department including cooperation with our global utilities industry lead. Business development, sales activities, client meetings on strategic, tactical, and operational level. Engagement manager for one frame agreement within the utilities sector (value +100MSEK). That means responsibility for the deliveries, with forecast, budget and follow up on the engagements in monthly health checks. The department increased margin during my time with +10%.  
Member of the Advisory group in CGI newest Practice (a CGI competence and business vertical) - Sustainability
- Director Digital Workplace – manager for a team of direct reports and responsibility for an offshore team in India. Business development, P&L and engagement management for the delivery that included hosting, application management, development, and strategic road map for a client intranet with close to 200 000 users globally.

### ***2016-10 – 2019-02 Emsob AB, Malmö, Sweden***

*Owner*

Consulting:

- E.ON Sverige AB. October 2016 – 2019. Business Project manager for a pre-study and project that covered all business in the Nordics and the way to handle and manage all information. Project was terminated but they wanted me to stay in a new role.
- 2018 – 2019 Information management role. Strategies and change management for how E.ON handle information. Goal was to improve information management processes, efficiency and quality.

### ***2012-05-20 – 2016-10 Tacticus AB/EG Sverige AB, Malmö, Sweden***

*Team Lead/Product Owner/Senior Consultant, EG Digital Business Unit*

EG is a consultancy firm with approx. 1600 employees in Denmark, Sweden and Norway.

When Tacticus was acquired by EG there was a reorganization and my role changed. Responsibility and SPOC for digital workplace and web related applications in Sweden.

- 2014 – 2016 – Project Manager at E.ON Sverige
- Product responsible in Sweden (product EG CrossWorks). Sales and commercial responsibility as well as technical contact.
- Initiated and conceptualized a new product – Process Control – that was as approved and funded as a strategic future product by EG management
- Pre-sale, sale, speaker at events, project management and recruiting

Tacticus was a consultancy firm with 70 employees, acquired by Danish firm EG in June 2014.

- Team lead (4 employees) and establishment of the digital and collaboration business as a new area for Tacticus

- Strategy, budget and business plan for the team, recruiting, appraisals
- Sales and pre-sales
- Consulting

***2008-09 – 2012-05 Trelleborg AB, Trelleborg, Sweden***

*Solution Architect/Project Manager*

Trelleborg is a global engineering group with presence in more than 40 countries and with approx. 20 000 employees.

I was appointed Project manager for two global intranet/digital workspaces roll outs and succeeded with two launches. I also had the responsibility to act as a link between IT and business to improve the relationship.

- Implementing a variant of scrum methodology to run the project and the change transformation
- Analyze business needs and find IT solutions aligned with business strategy
- Application management for the global CAPEX and HR/Talent System

***2008-2008-09 MillionBrains A/S, Copenhagen, Denmark***

*Solution Architect*

Development lead and conceptual strategy work for the online service [www.millionbrains.com](http://www.millionbrains.com), an open innovation platform. Recruiting new people to the team.

***2004 - 2008 AdHoc Systems AB, Lund, Sweden***

*System consultant/Sales responsible*

Developed a SaaS concept for monitoring and control of waste water. The customer was ABS Control & Monitoring (part of the Cardo Group), and the solution was used by companies across Europe.

- Project management and development
- Sales responsible

***2002-2004 Lindahl & Rothoff AB, Lund***

*System consultant*

Project Manager and developer. Founded the Personalråd to give the employees a voice to communicate with the owners.

***2001–2002 Unity for Physical lifestyle, Skåne Regional Council, Malmö, Sweden***

Web master and speaker in topics related to health and lifestyle.

***1998–1999 Pauliskolan, Malmö, Sweden***

*Teacher in Health and Education*

Pauliskolan is an upper secondary school in the central part of Malmö.

***1997 T-kartor Sweden AB, Stockholm, Sweden***

*Field Inventory*

I did Field inventory to geographical information systems.

## Education

### **2023 Certified Board Member, Styrelseakademien**

Certified board member.

### **2019 -2020 Leadership Program, CGI Sverige**

CGI internal leadership program.

### **2014-08 -2016-06 Creative Writing, Författarskolan Lund University**

Fulltime studies in creative writing.

### **2013-12 -2014-05 Businessman ship**

Education program and practical training in businessman ship, communication and coaching.

### **2010-2011 Master of Science Main field of Study: Business Administration**

Fulltime studies parallel to my job. Corporate Financing, Managerial Economics, Management Control Systems, Marketing and Organization & Leadership. Master Thesis – Social media challenges for B2B firms from a brand and marketing perspective. Blekinge Institute of Technology - School of Management

### **2007 Business Fundamental Program.**

Executive Foundation Lund (EFL), Lunds University.

### **2005 Education in Sale Technique, Education Quality Partner (EQP)**

Four-day sales training

### **1999–2002 Malmö University**

Bachelor of Science in Software Engineering, 120p

### **1994–1997 Örebro University**

Bachelor in Physical Education, educational science 120p

### **1992–1993 3 years Natural science line in secondary upper school, Thomasgymnasiet Strängnäs**

I was enrolled to a nationwide sports program in Orienteering.

## Other

### **Steering Group**

#### **EC Utbildning (part of Hermods), Helsingborg 2012-03 to 2015-09.**

I represented the business side in the steering group for two of the programs at EC Utbildning in Helsingborg.

### **Board of directors**

#### **MAI (Malmö Athletics club) 2024-03-20 to present.**

In the board I have responsibility and is the chair of the Youth Committee.

**IAMCP Swedish Chapter, 2007-03-15 to 2008-03-09.**

I was responsible to facilitate and lead partner engagement among Microsoft Channel Partners in the Sweden South region. Read more about IAMCP, [www.iamcp.se](http://www.iamcp.se).

**Chair of the board for the housing cooperative Vargen 6, in Malmö, Sweden. 2006-2011**

**Sports**

As an elite runner in orienteering, I participated in the junior World Championships 1994 and I am three times medalist in Swedish Championships in relay (silver 1995, bronze 2004, silver 2005).

**MAI (Malmö Athletics club)** – coach for a team of 12-13 year old youngsters. Chair of the Youth Committee.