

# Fredrik Jansson

## Chief Strategy and Marketing/Communications Officer



**Fredrik Jansson is an award-winning, expert executive marketer and strategist boasting a wealth of experience in the international technology sector.**

In his role as CSMO, Fredrik oversees atNorth's global strategy, marketing and communications efforts to drive continued transformation and rapid growth for the business.

Fredrik is widely quoted in both Nordic and international media on topics ranging from digitalization and tech innovation to sustainability and the data center's role in modern society. He is also a chapter author for the Greener Data Volume Two – an Amazon best-selling book series from Jaymie Scotto & Associates (JSA). With his background working in hypergrowth businesses, he is well-versed in corporate brand building and business transformation in a fast-paced global environment.

### Awards

Fredrik's leadership has been recognized with over 60 prestigious awards for excellence across Leadership, Marketing, Communications, Sales and Strategy. Among these, the IABC Gold Quill, Managing Partners Forum Award for Excellence in collaboration with Harvard Business Review and the Financial Times and DRUM Marketing awards. In addition, Fredrik has been named as one of the 50 Most Influential CMOs globally and an IM100 Awards winner. He is also the first ever "Marketeer of the Year" recipient from the Datacloud Awards, an award recognizing outstanding contribution to marketing in the global data center and cloud industry.

### Previous roles

Fredrik joined atNorth from STACK EMEA (formerly DigiPlex) where he held several executive positions including Chief Commercial Officer, Chief Strategy Officer and Chief Marketing & Communications Officer. Under his leadership, DigiPlex's marketing communications transformation was internationally recognized by more than 20 awards bodies.

Before joining DigiPlex, Fredrik held several leadership roles at Tata Consultancy Services (TCS) in a distinguished career spanning over a decade and 40+ international awards for excellence. During his time with TCS, the firm grew from \$1 billion to \$16.5 billion in revenue and from 40,000 to 400,000 employees. His last position at TCS was as Chief Brand Officer responsible for all brand building activities across 21 European markets.

### Education

Fredrik holds a Master of Science degree in Business & Economics and is globally educated with university and executive education studies in France (INSEAD), UK (London Business School), USA (Harvard Business School & Kellogg; Northwestern & University of Florida), Ireland (Trinity College Dublin) and Sweden (Uppsala University).

Based in Stockholm with his wife and two children, in his spare time, Fredrik enjoys travelling, playing floorball and gardening.

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