

# Erling Guðmundsson

## Chief Operations Officer



**Erling Guðmundsson is a highly accomplished telecoms executive, recognized for his expertise in IT, fiber, and telecommunications. As Chief Operations Officer of atNorth, he drives operational excellence and strategic growth, leveraging a unique blend of technical skill and international experience to deliver high-impact results in a rapidly growing business.**

A distinguished leader in the telecom industry, Erling brings deep expertise across IT, fiber, and telecommunications, with a career marked by a strong track record of building and leading teams that consistently deliver financial results on large-scale digital infrastructure projects. For more than 27 years, he has implemented scalable processes that drive efficiency and quality in fast-paced environments.

As Chief Operations Officer (COO) of atNorth, Erling oversees day-to-day performance and employee productivity, implementing best practices that support sustainable growth. With the ability to translate strategic goals into actionable plans, he ensures atNorth remains agile and competitive while delivering long-term value. His leadership in multicultural settings has given him a broad perspective and powerful network spanning investors, operators, suppliers, and regulators across the telecom, data center, and technology sectors.

### Accolades

Throughout his career, Erling has been widely recognized for his contributions to the industry. A recipient of the Broadband World Forum's People's Choice Award, he has also received the Red Herring 100 Europe Award for establishing one of EMEA's most promising technology firms. His reputation is built on technical expertise, team-building skills, and extensive knowledge of telecom and IT operations.

### Previous roles

Before joining atNorth, Erling served as CEO of Reykjavik Fiber Network (RFN), where he led Iceland's first fiber-optic infrastructure projects. Under his leadership, RFN achieved the highest fiber-to-the-home (FTTH) penetration rate in Europe, successfully connecting more than 130,000 homes and businesses in Iceland. Earlier, as Managing Director of Telecoms & IT at 365 Media, Erling spearheaded the company's launch of ultra-fast broadband-to-the-home services, raising his profile as an innovator in the telecom space.

He also co-founded Industria - fiber-optic mobile network and digital services provider - as COO and later CEO, growing the company from a two-person startup to an enterprise with 140 employees across six countries. This role highlighted his ability to drive growth and manage complex cross-border operations.

Additionally, Erling served for over four years on the board of Carbfix, a pioneering company in carbon dioxide (CO<sub>2</sub>) capture and storage technology, contributing to groundbreaking advancements in environmental sustainability.

### Education

He holds an MBA from Reykjavik University, with qualifications in electrical, fiber-optic implementation, and business management. His education, combined with his hands-on experience, has equipped him to lead complex projects and navigate the challenges of competitive, high-growth industries.

Based in Reykjavik, Erling enjoys skiing, mountain biking, and other outdoor activities with his family, balancing professional achievements with a strong commitment to well-being and community engagement.

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