

E. Magnús Kristinsson

Chief Executive Officer



Magnús has been part of the atNorth journey since 2011, when the business was acquired by Advania. He later led the spin-off of atNorth into an independent entity and became CEO in 2018. Since then, he has played a central role in guiding the company's strategic growth and expansion across the Nordics.

As CEO, Magnús is responsible for atNorth's overall strategic direction, with a focus on sustainable growth, operational performance, and long-term business development. With more than 20 years of executive experience across the technology and infrastructure sectors, he is widely recognized for his expertise in digital infrastructure, business strategy, and sustainability.

Throughout his career, Magnús has held senior leadership roles across the information technology and services industry. Under his leadership, atNorth has expanded its Nordic footprint and evolved its solutions portfolio to meet growing demand for sustainable, high-performance digital infrastructure.

Accolades

Magnús previously served as Chairman of the Board of Data Centers Iceland and continues to contribute to industry discussions around sustainable infrastructure, digital growth, and the future of the Nordic data center market.

Previous roles

Magnús is an experienced Chief Executive Officer with a proven track record in IT strategy, data center services, pre-sales, business intelligence, and risk management. He began his career in IT services before becoming Vodafone Iceland's Head of Service, a role he held for five years. He then transitioned to IT services company Advania, where he successfully led the acquisition of Thor Datacenter in 2011. Magnús spent nearly eight years as Advania's Managing Director of Managed Services before taking the helm at atNorth in 2018.

With a background in engineering, Magnús brings a structured and analytical approach to leadership, strategy, and problem solving. His technical expertise continues to inform his collaborative approach to business development and operational growth.

Education

Magnús has a strong foundation in business development and engineering studies and holds a B.Sc. in Mechanical Engineering from the University of Iceland and a M.Sc. in Industrial Engineering from the Technical University of Denmark.

Based between Copenhagen and Reykjavik, where he lives with his family, Magnús is a keen sportsman who enjoys outdoor activities including running, skiing, and fly fishing. He spent several years as a football referee in the Icelandic top division and has also officiated in the Finnish, Danish, and Norwegian leagues.

atNorth.com/about/team

