

Managing director who builds businesses that run differently. Most recently Managing Director of Gaston, ICA Group's agentic pet food retailer: four stores and e-commerce on an agentic backbone, run by a six-person head office. Founder of ICAX, ICA Group's innovation hub, where 19% of 120+ initiatives went live in production. 20+ years in tech, innovation and retail, and founder and CEO in VC-backed startups.

01 EXPERIENCE

- Dec 2025 - Aug 2026

Managing Director, Gaston · ICA Gruppen
 - Led strategy, results and development of Gaston, an agentic pet food retailer built from scratch: **four stores and e-commerce** on an agentic backbone.
 - A **six-person head office** and ~20 store staff worked alongside AI agents with clear mandates, ownership and governance across range, store, customer experience and daily operations.
 - Mission: create operating models that transfer to ICA's core business.
- Jan 2024 - Apr 2026

Head of New Business · ICA Gruppen
 - Founded ICA New Business, the group's business build unit for technology, AI and retail.
 - Took **three ventures** from idea to operation: unmanned stores, ICA Paket and Gaston.
 - Set up Impact X, a sweat-equity corporate venture arm. Led 25+ people in four teams.
- Aug 2017 - Jan 2024

Founder and Head of ICAX · ICA Gruppen
 - Founded and led ICAX, ICA Group's innovation hub: **120+ initiatives** across retail, banking and pharmacy.
 - 19% taken live into production**, among them unmanned stores, ICA Paket, digital receipts and ICA på jobbet.
 - Built and led a team of 18 innovators and intrapreneurs.
- Apr 2017 - Sep 2017

CEO · Smart Video Nordic
 - VC-backed startup with an early AI service that analysed video second by second and generated metadata for contextual ad targeting. Led the commercialisation of the technology.
- May 2016 - Mar 2017

Head of Digital Transformation · ICA Gruppen
 - Initiated and led ICA's marketing transformation towards real-time, personalised and contextual marketing.
 - 150+ people** across organisations in scaled agile, the prototype for ICA's current planning model.
- Aug 2015 - Jan 2016

Head of Marketing Communications · ICA Gruppen
 - Held in parallel with Head of Digital Marketing. Marketing in all channels, communication strategy and agency relationships. Channel revenue approx. **300 MSEK**, 30 people.
- Sep 2010 - Jul 2016

Head of Digital Marketing · ICA Gruppen
 - Digital marketing for ICA Sweden, including ica.se, Sweden's largest food website, apps, social and email. Digital strategy and concept development. 16 people.

02 EARLIER

- Founder and board member, From a friend**2007 - 2010
Tech company making music social. Raised 2.5 MSEK in venture capital.

Marketing Manager Non Food, ICA2007 - 2010
Marketing strategy for ICA Non Food across all store formats. Team of 6.
- Range and Promotion Manager Non Food, ICA**2006 - 2007
Built a new department for promotion and category management. 8 people, 3 in Norway.

Category Manager, ICA2004 - 2006
Category manager and buyer for media: DVD, software and music.

03 EDUCATION

- MSc, Innovation and Entrepreneurship**
Chalmers University of Technology · 2002 – 2004
- BSc, Marketing**
University of Gothenburg · 1997 – 2003

04 AWARD

- Entrepreneur of the Year**, ICA, 2016

05 LANGUAGES

- Swedish (native) · English (fluent)

06 CORE SKILLS

- General management · Agentic AI · AI transformation · Business building · Corporate venturing · Retail and e-commerce · Innovation management · Scaled agile · Change management · Operating models