



# Ronni Holmvig Strøm

DIGITAL BUSINESS MANAGMENT

## Profile

Visionary leader with over 20 years of experience driving global digital transformation, product innovation, and cross-functional team management. Adept at building strategic roadmaps that align business goals with cutting-edge digital solutions, I have led the development of groundbreaking digital services and gaming products in both regulated industries and creative environments. With a proven track record in managing complex international portfolios,

I excel in balancing commercial performance, innovation pipelines, and stakeholder engagement.

In my career, I've fostered brand growth through digital transformation, brought new gaming IPs to market, and led teams to deliver market-leading products on time and within budget. My experience spans end-to-end product ownership, conception of digital product strategies and numerous transformation projects and programs. I am passionate about leveraging digital technology to create unforgettable experiences.

Highlights include:

- **Contributed to the development of major gaming titles** during my time at Ubisoft, where I worked across international teams and led initiatives for cross-studio projects.
- **Led the digital transformation of Garrets International**, developing the market-leading Gateway platform, a global digital solution that transformed maritime provisions management for over 1,000 vessels, including key partnerships with major maritime companies.
- **Drove the success of the two-year IT outsourcing program at Vestas**, covering critical IT services and resulting in significant cost savings and operational improvements.
- **Directed digital transformation at Wrist Group**, aligning innovation with business strategy, which increased operational efficiency and solidified the company's leadership in digital solutions across the maritime sector.
- **Managed end-to-end product development, P&L, and brand strategy** for complex portfolios, consistently delivering products on time, within budget, and with measurable growth in market penetration and consumer engagement.

## Professional Experience

### TPM Consultant - UKG Implementaiton, Lego Group, Billund

SEP 2025 – PRESENT

Currently working for Lego Group as a Program Management Consultant (TPM) with the responsibility of UKG work management implementation in the factories, starting with the Nyiregyháza site.

### Digital Transformation Consultant, N1

APR 2025 – SEP 2025

Assisting N1 CIO in the optimization and implementation of the digital transformation strategy, including optimizing the agile framework and paradigm shift as well as establishing the first Product Teams for Data Modelling as well as Automation & AI. In this capacity, the teams successfully implemented several automation solutions and the cross-governance between N1 and Norlys was strengthened. Additionally assisted the VP of Netdevelopment and Forecast in

## Details

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NATIONALITY

Danish

DATE OF BIRTH

26-07-1979

## Links

[Linked-in](#)

## Language

Danish

English

establishing business ownership of the data model output for use in financial forecasting and planning.

### **Program Management Consultant - Digital Platforms, Norlys A/S**

DEC 2023 – MAR 2025

Managed the program for consolidating digital channels at Norlys (called "Digital Powerhouse") with the goal of completing the program and transitioning it into a new operating model in connection with the establishment of the newly unified company, Norlys A/S.

Developed and established a new architecture governance for Norlys A/S and participated in establishing the future architecture vision as part of the merger with Telia Denmark, together with a team of specialists from Valtech and ADL.

Assisted executive management of Norlys Digital in establishing 2024-25 business objectives and developed the plan to ensure sufficient digital channel support to reach P&L targets for TV and internet products.

### **Consultant - Digital Platform Development & Management, Garrets International**

NOV 2022 – NOV 2023

Garrets International is a leading provider of provisions management and catering services for the international maritime industry, serving over 1,000 ships globally. As part of the Wrist Group, Garrets International specializes in delivering customized solutions that optimize procurement and logistics for maritime customers, helping them achieve operational efficiency and cost savings.

I led the digital transformation at Garrets International, which included digital platform development and management, inception, brand design and development of the Gateway solution – a global digital platform that streamlines provisions management for over 1,000 vessels for some of the biggest marine businesses in the world, including Maersk, MSC and Solstad.

This process started as a urgent turn-around situation for Garrets International with a disillusioned executive management team and a major downtrend in customer engagements. From this point I was leading the effort of the following steps:

- Strategic partnerships between Garrets International, Wrist Ship Supply and Source2Sea.
- Objective evaluation of the business painpoints and opportunities, and reevaluation of the value propositions.
- Formulating a short-term strategy that included a significant prioritization of the long-requested digital services and a careful curation to the market in terms of risk-balanced promises and expectations.
- The inception of a new brand (Gateway) to represent the newly fostered value proposition, including a marketing strategy that was to compliment the step-by-step development and delivery of a series of unique features and services to the market.
- Leading the development and customer engagement program of Gateway in close collaboration with the CEO, CFO and Director of Transformation, including management of the nearshore and offshore suppliers and the digital design studios.
- Managed the introduction of a new operating model in Garrets Internal that would compliment the development, support and maintenance of a global digital service.
- Spearheaded the alignment of strategies between Gateway and Source2Sea (Wrist Group's second digital service), such that the two offerings would bolster a dominating digital footprint in the maritime market.

Today Gateway along with Source2Sea represents a new digital core of the Wrist Group and Garrets International value proposition to the market.

The latest Wrist Group annual report demonstrates the effect of introducing the digital value proposition and Gateway: "With our strategic focus, we already reported significant milestones throughout the Group. We onboarded the first key customer with 680 vessels on the Source2Sea marine supply platform and added yet another 600 vessels on Gateway, our digital end-to-end catering platform. The future maritime supply industry is set on digitalization, sustainability and supply chain simplicity, and in 2024, we will continue feeding data and technology into our solutions, while transforming our supply chain according to our sustainability aspirations."

### **Co-founder, Privateers**

AUG 2023

I am the co-founder of Privateers, a digital agency that represents collaborative services between a select number of highly specialised brand and design studios and agencies as well as digital development and management consultants.

Privateers exclusively engage in cases by requests and invitation.

Privateers was featured in the Digital Innovation magazine, August issue of 2023: <https://innovation-mag.com/magazine/august-2023/>

### **Strategic Advisor - Digital Transformation, Wrist Exec. Management, Wrist Group**

JAN 2022 – NOV 2023

Wrist Group is the world's largest supplier of ship provisions and equipment to the maritime industry, delivering tailored solutions to ships around the globe. With a comprehensive global presence and a strong focus on logistics and supply chain management, Wrist Group helps its customers optimize their supply operations and reduce operational costs. Wrist Group consists of several subsidiaries specializing in individual parts of the market.

As a Digital Strategy Advisor at Wrist Group, I orchestrated an extensive digital transformation strategy, ensuring alignment of digital initiatives with overarching business goals. I managed cross-functional teams and introduced agile methodologies to drive digital innovation and improve operational efficiency across the company's global units. Contributed significantly to enhancing digital maturity and optimizing operational costs through strategic advising and project portfolio planning.

By collaborating with management and cross-functional teams, I facilitated informed decision-making and ensured alignment of digital efforts with business imperatives.

### **Producer & Management Consultant, Ubisoft**

APR 2021 – DEC 2021

Ubisoft is one of the world's leading developers, publishers, and distributors of interactive entertainment products and services. Headquartered in France with a global presence, Ubisoft is known for its innovative and iconic video games such as the Assassin's Creed, Far Cry, and Tom Clancy series. The company collaborates closely with creative talents and development teams across multiple studios worldwide to create engaging and groundbreaking gaming experiences.

At Ubisoft, I worked as a consultant with the following responsibilities:

- Coaching the management team on cross-studio leadership (4 studios in 4 countries), researching and analyzing leadership challenges, and providing final recommendations for leadership optimization.
- Producer/Project Manager on the online PVP game "Ghost Recon Frontline".

- Managing the development of marketing materials such as live-action trailers and gameplay Trailers.
- Curator for cross-studio synchronization and coordination sessions (600+ participants), including Q&A sessions with Game Directors and Executive Producers.
- Coordinating and leading testing processes, including internal tests, closed alpha tests, and closed beta tests (10,000+ participants).
- Engaged in the monetization and marketing stream on a consultancy basis.

A key result of my work with Ubisoft was the analytical work conducted to assess the management challenges inherent in the development of Ghost Recon Frontiers, such that these could be addressed efficiently. This included:

- Qualitative insights with all involved levels of stakeholders, including studio management, executive leadership, game designers, developers, marketing and more.
- A thorough assessment of the management challenges facing Ubisoft, with recommendations that would improve cross studio management and the development cycle.
- A assessment on how to improve prioritization and decision making.
- Recommendations on work environment and leadership psychology tailored to the game development business.

This assessment became a cornerstone in a process that ultimately led to the redistribution of resources and efforts from Ghost Recon Frontline, prioritising different projects (i.e. Star Wars Outlaws, Avatar - Frontiers of Pandora and the Assassins Creed franchise) under an adjusted cross-studio management structure.

### **Program Management Consultant, Norlys**

FEB 2020 – APR 2021

As a Senior Project Manager at Norlys, I led the merger and consolidation of several platforms across organizations, which involved extensive risk management and coordination. This ensured a smooth transition for over 3,200 users and delivered the project within the set time, budget, and quality parameters.

The implementation involved stakeholder management with the leadership teams of five companies (Stofa, Boxer, N1, EvoNet, OpenNet, Syden Energi, Energi) as well as negotiations with key suppliers such as Microsoft.

### **Head of Business Excellence, Prime Cargo (DSV)**

MAY 2017 – DEC 2019

Prime Cargo is an international logistics and supply chain company that offers specialized solutions in transportation, warehouse management, and distribution. After my tenure at the company, Prime Cargo was acquired by DSV.

At Prime Cargo, I was part of the executive management team and head of technology and business development. I orchestrated the optimization and management of the data, infrastructure, and business development sections.

This included the development of a cross-organizational and international unit, coordinating efforts for 22 employees across Denmark, Poland, and China.

As the owner of the technology project portfolio, I implemented several critical developments, including the establishment of the world's largest fully automated 3PL system (Autostore), the introduction of RPA (UiPath), and the resolution of a decade-long ERP upgrade legacy (Navision), along with various improvements to the customized Warehouse Management System.

## **Outsourcing Advisor, Siemens Gamesa**

JAN 2017 – JUN 2017

As an Outsourcing Advisor at Siemens Gamesa, I led a team of experts from Deloitte and Siemens in the design and implementation of a comprehensive sourcing agreement, which was central to the technological consolidation between Siemens and Gamesa.

In this role, I coached members of the steering committee, helping them navigate complex decision-making processes. The project, which spanned Denmark, Germany, and Spain, was successfully completed, with Infosys being selected as the supplier after a competitive bidding process in 2017.

## **Digital Strategy and Management Advisor, KK Wind Solutions A/S**

JAN 2017 – MAY 2017

KK Wind Solutions is a leading provider of electrical systems and control systems for the wind turbine industry. With over 35 years of experience in developing and delivering innovative solutions, KK Wind Solutions supports its customers with products and services that optimize performance and reduce costs for wind farms globally.

As a Strategy and Leadership Advisor at KK Wind Solutions A/S, I assisted the executive management in developing a comprehensive three-year digitalization strategy. My advice also covered the planning and execution of End User Computing sourcing and IT cost optimizations in connection with KKWS's acquisition of Solix.

As a project manager, I simultaneously led the implementation of Microsoft's Digital Workplace, resulting in a solid document management system, an improved Human Resources framework, and an upgraded Master Data management system. This work demonstrated my ability to align technology implementation with strategic organizational transformation.

## **Program Management Consultant, Vestas**

OCT 2014 – DEC 2016

As the Program Manager for IT Outsourcing at Vestas, I led an extensive outsourcing process for End User Computing, Field Services, and Service Desk Services. This ambitious two-year sourcing program covered the entire project lifecycle, from concept development and analysis to planning, RFP issuance, supplier selection, negotiations, and transition to the new provider.

I worked closely with key partners such as ISG, Deloitte, Gorrissen Federspiel, and Designit, and the project was successfully concluded with Wipro winning the bid in 2016. Through effective stakeholder management and navigation of complex outsourcing processes, I achieved significant operational optimizations and strategic cost efficiencies for Vestas.

## **IT Strategy Advisor, Danske Commodities A/S**

JAN 2014 – SEP 2014

Danske Commodities is an international energy trading company specializing in the purchase, sale, and optimization of electricity and gas across global markets.

As an IT Strategy Advisor at Danske Commodities A/S, I developed a forward-looking three-year IT strategy that introduced Chargeback models, optimized the

cost-efficiency of the IT department, and established Service Management to ensure that IT operations were fully aligned with business goals.

As Project Manager for ITSM, I was also responsible for implementing ServiceNow, which strengthened both the Service Management and Chargeback functions. This work harmonized technology solutions with the overall organizational strategy and ensured operational excellence and financial control.

### **Program Quality Consultant, Region Midtjylland (Skejby Superhospital)**

MAR 2013 – DEC 2013

As Program Quality Manager at Region Midtjylland DNU (The New University Hospital or Skejby Superhospital), I played a central role in the overall program responsible for establishing a consolidated technological infrastructure and organizational framework for eight major Danish hospitals. This work was crucial for the creation of Denmark's first 'Superhospital' in Skejby, Aarhus.

My leadership involved quality assurance of program management across the entire spectrum of IT infrastructure, network design, application management, client workstations, and End User Computing, as well as supporting organizational transformations.

This led to the harmonization of technology and organizational structures, which strengthened a robust and cohesive IT ecosystem, improving the quality and efficiency of healthcare services.

### **Interim IT Operations Manager, Ecco**

OCT 2012 – MAR 2013

Appointed as Interim IT Operations Manager at Ecco A/S during a period of organizational changes, I led a rapid IT cost and efficiency optimization effort. As the leader of a team of 8 experts, I successfully navigated operations through the transition phase, ensuring seamless continuity and increased efficiency.

### **Program Manager - Document Management & IT Infrastructure, Vestas**

APR 2012 – OCT 2012

As a project manager at Vestas, I was responsible for a comprehensive review of document management and IT infrastructure. I led the program responsible for implementing an extensive document management platform (OpenText) across the entire organization, which also included optimizing work processes.

At the same time, I was responsible for introducing Service Management in the IT infrastructure sector of Vestas Group IT, where I temporarily served as department head to ensure a smooth transition and effective implementation.

### **IT Security Management Advisor, Sydbank**

JAN 2012 – MAR 2012

As an IT Security Management Advisor at Sydbank, I contributed to the development of a robust IT security strategy. My strategic advice played a key role in elevating the bank's security level and helped introduce a culture of cybersecurity awareness.

### **Project and Program Manager, ATEA**

AUG 2007 – APR 2010

As a project and program management consultant at ATEA A/S, I excelled in managing complex, large-scale projects, leading consultant teams through various client engagements. I specialized in handling large, complex projects and simultaneously developed expertise in leadership coaching.

## Program Manager - Outsourcing, Bankdata

OCT 2007 – OCT 2009

As Program Manager at Bankdata, I played a central role in leading an extensive IT infrastructure consolidation and sourcing initiative across 14 Danish banks. This ambitious program involved platform harmonization, cost optimization, and organizational changes, requiring strong collaboration skills in complex stakeholder landscapes. Through program management, I helped ensure the transition to a unified IT infrastructure, resulting in a more efficient and cost-effective operational model.

## Project and Service Level Manager, Aarhus Kommune

MAR 2004 – JUL 2007

As Project and Service Level Manager at Aarhus Municipality, I played a key role in improving the municipality's technological infrastructure. I led several successful projects and programs, including the implementation of "Aarhus ByNet," a dedicated WAN network that connected key institutions and consolidated the IT infrastructure across approximately 450 public entities. My project management skills and collaboration with various stakeholders ensured seamless integration, resulting in a more robust and efficient technological framework for the municipality.

## Freelance - Digital Entertainment, Team Orbit, One Big Truth Gallery, Indochina Film Arts Foundation, Hollywood, Los Angeles, CA

DEC 2002 – MAR 2004

In a spirited endeavor, I explored the dynamic realms of gaming and media during a multiple freelance engagements in Hollywood, CA.

- Art Director for Team Orbit during the development of "NeoCairo" on Epic Games' first iteration of the Unreal Engine.
- Art Director for the exhibition "Where the Lotus Blooms" at the One Big Truth Gallery.
- Editor of various film projects, including the documentary "Into the Furnace" with Indochina Film Arts Foundation.
- Acted as PA for Producer Tiana Alexandra and PR freelancer for actor Louis Mandylor.
- Attended E3 2004 as a representative journalist of GameSpy.

## Education

### Artificial Intelligence: Implications for Business Strategy, MIT Sloan

MAR 2024

Credential ID 97297160

### Data Technician Degree

2000 – 2002

## Certifications

Graduate Hogan Leadership Development Program, Konduite

Security Strategy- and Management, PriceWaterhouseCoopers

Unity Essentials Pathway, Unity

IPMA-C, Dansk Projektledelse

Certificeret SCRUM Master (CSM), SCRUMStudy - Akkrediteringsorgan for Scrum og Agile

Prince2 Practitioner, DIEU

ITIL Foundation, DANSK-IT

CCNA (Cisco Certified Network Administrator), VTS

Certificeret Rescue Diver, PADI

## Extracurricular Activities

### Actor / Stuntman

Performed as an actor and stuntman in productions such as:

- "Dicte" - Netflix series 2014
- "Land of Mine" - Oscar-nominated film 2015
- "Where the Windmills Are" - Winner of the "Best Film" category at film festivals in Manchester, Toronto, and Tokyo 2016
- "Skak" - Short film, winner of the Golden Remote 2016
- "Ren Som Sne" - Short film, on Ekko Filmmagazine's shortlist for 12 weeks
- "Dystopia Haunted House" - Live-action haunted house attraction

Boardmember, TEDx Aarhus

Guest Lecturer - Management & Leadership, Prime Academy

Lecturer - Project Management Psychology, Danfoss A/S

Management Coach, Aarhus Universitets IT, Aarhus

Instructor, Project Management, Designit A/S (Wipro)

Boardmember, Junior Chamber International - Arosia

Coach, Management hos Ejner Hessel A/S

Instructor - Employment Training, Ballisager A/S

Guest Lecturer - Management & Leadership, 7N A/S

Guest Lecturer - Management & Leadership, emagine A/S

## References

Taina Ionita, Development Director from Ubisoft

Nicolas Kraj, Game Designer from Focus Entertainment

Weiscovici Ionut Alexandru, Lead Gameplay Programmer from Ubisoft

Florin Sanda, Producer from Ubisoft

Neil Donaldson, Director Strategy- and Transformation from Garrets International



**Pawel Paszkiewicz, Managing Director from Sea**

**Jesper Bejstrup, Group CFO from Frode Laursen**

**Rikke Sanggaard, Director Digital Platforms & Product Development from-Norlys A/S**

**Lise Berin, CEO from Elnetselskabet N1**

**Martin Hell, CIO from AC Group A/S**

**Lars Gramkow, Principal Consultant from Inceptio**

## Statements

**Jesper Bejstrup, CEO, Prime Cargo A/S (DSV)**

"Ronni påtog sig opgaven med at transformere en traditionel IT-afdeling og lykkedes med at outsource ikke-kernefunktioner og omstrukturere IT-funktionen til tiden og inden for budgettet. Efterfølgende etablerede Ronni en Business Excellence-funktion, som bl.a. succesfuldt fungerede som bindeled mellem kunder, vores forretningsindehavere og IT-outsourcingfirmaet. Ronni har en sjælden kombination af dyb forståelse for teknologi og projektledelse samt meget udviklede menneskelige færdigheder, hvilket gør ham til en succesfuld forandringsagent, og jeg kan varmt anbefale Ronni."

**Claire Mølby, Head of E2E, A.P. Møller Mærsk**

"Ronni er en talentfuld og dedikeret projekt- og porteføljeleder med blik for detaljen og stærke kommunikationsevner. Ronni motiverer dem omkring ham til at nå deadlines og den rette kvalitet af output. Mens han arbejdede som konsulent hos Vestas på projekter, som jeg var involveret i, var det en fornøjelse at arbejde sammen med ham."

**Martin Hell, Head of Group IT, Wrist Ship Supply**

"Jeg har haft fornøjelsen af at arbejde med Ronni, da han leverede tjenester til mig i Vestas i mere end 2 år, og det har været en reel fornøjelse. Ronni bringer en frisk tilgang til en organisation/projekt, og han har en reel passion for sin rolle og leverancer. Jeg har oplevet Ronni som en leverandør/partner, der altid står bag sine leverancer med integritet. Ronni har evnen til at holde mange opgaver i luften på samme tid og derved planlægge og levere fremragende resultater. På et personligt plan har jeg altid nydt at arbejde med Ronni; han er altid meget hjælpsom og leverer med engagement - en meget pålidelig og troværdig leverandør/partner. Jeg vil ikke tøve med at anbefale ham som en pålidelig leverandør/partner; han har en drevet, professionel og venlig personlighed."

**Ilja Ziegler, Solution Architect, Turnpikes**

"Ronni var projektleder på kundesiden i et stort ECM-projekt hos en dansk produktions virksomhed (Vestas), hvor jeg var ledende konsulent. Drivkraften, strukturen og målretningen i hans arbejde imponerede mig virkelig, men især hans kommunikationsevner med forskellige interessenter - ledelse, IT-personale og konsulenter - var afgørende for at drive projektet til succes i et udfordrende miljø. Hvis jeg kunne vælge projektlederen på kundesiden, ville det være Ronni."

**Jakob Ventzel, Enterprise Architect, Vestas Wind Systems**

"Jeg havde fornøjelsen af at have Ronni som projektleder for implementeringen af vores SAP Extended Enterprise Content Management by OpenText-løsning (SAP xECM) fra projektets start til afslutning. Han udførte dette arbejde med høj integritet, hvilket tillod mig at fokusere på det arkitektoniske indhold af projektet og være tryk ved hans udførelse af projektlederopgaverne. Da vores virksomhed har været igennem hårde tider de seneste par år, har jeg også haft stor gavn af Ronnis erfaring med interessentstyring (leverandører, deltagere og modtagere) i nogle ret kritiske engagementer/situationer. Hvis du overvejer at ansætte en erfaren projektleder med rigtig gode menneskelige færdigheder, en 'can-do'-tilgang og vilje til at lægge de nødvendige timer for at levere til tiden trods projektets forsinkelser, kan du være sikker på, at Ronni vil leve op til forventningerne. Jeg anbefaler Ronni på det varmeste og vil være glad for at give yderligere detaljer til min anbefaling, så tøv ikke med at kontakte mig."

**Henrik Fisker, Director of IT, Unifeeder A/S**

"Jeg mødte først Ronni, da Unifeeder startede et projekt med at erstatte hele vores IT-infrastruktur med en ny virtualiseret opsætning. Projektet var utvivlsomt udfordrende og viste sig i mange tilfælde at følge Murphy's Lov. Under disse omstændigheder fandt jeg Ronni som en absolut pålidelig, dedikeret og højt professionel projektleder. Jeg tøver ikke med at give ham mine varmeste anbefalinger."