

Our innovator

A classically trained architect who never actually built a house, but ended up building the most innovative and desirable financial solutions craved by the marketplace.

Our founder & CEO, Kim Norland, was born in Sweden to Danish parents, lived in 11 countries, speaks 7 languages and has seen every part of the earth. Trained as a designer and architect Kim studied design, architecture and management at The Royal Danish Design School, Parsons School of Design & Rhode Island School of Design. A passion for user experience and perception he founded design:success, a global innovation firm, specialized in creating proven innovations for the world's Fortune500 companies like Lego, Nike, Coca-Cola, Chanel, FritoLay, Novo Nordisk, Sanofi and many more. Mega innovations span across 26 industries and generated billions in sales.

Working around the world and seeing first-hand how simple respect to people required no translation, Kim formulated what became the essence of **moneyamigo** – fair and friendly. **moneyamigo** is a whole new way of managing life and money – they way the user wants it – all while saving money without hassle and attitude.