



Johan Bergh

Profile

I have over 28 years of management experience within large and medium businesses operating in the international market. I have been working with the IT industry for over 25 years with experience of sales, marketing and operations from Telecom Equipment Manufactures as well as the IT Software and IT Service industry. Initially trained in the Telecom product area but over the years also been working with Utility and Public Sector product areas as well as consultancy. I manage business as an innovative thought-leader balanced by solid understanding of the industry and the business imperatives that drive them. I believe that strong industry and good technical understanding is essential in good management and over the years I have multiple times shown my ability to do turnarounds of business that I got the responsibility to manage.

Experience

2018 - PRESENT

CHEIF EXECUTIVE OFFICER, KASTHALL GROUP AB

Kasthall is a Swedish company, designing and producing rugs & textile flooring for the global interior design community. Since 1889, the Kasthall factory in Kinna, West Sweden, has created rugs for all kinds of clients and spaces around the world; from beautiful residences, luxury yachts, and exotic hideaways to cool offices, boutique hotels and the Swedish Royal Castle.

2012 - 2017

CHEIF EXECUTIVE OFFICER, DIGITAL ROUTE AB

DigitalRoute, founded in 2000 in Stockholm, Sweden, is an independent software vendor delivering mediation and data integration solutions.

I joined Digital Route in December 2012 as Chief Operating Officer; in December 2013 I took the role as Chief Executive Officer. In 2017 the company made a record result with revenue growth of 25% and EBIT margins of over 15%.

Major achievements: In 13 months managed to do a turnaround of the business with regained revenue growth and the strongest probability in the company history. During the last 3 years I rebuild the management team to better complement with business industry knowhow and deeper technical knowledge. In a very challenging market the business has also been transformed from a 98% telecom depended business into a multi industry focus with a more healthy revenue split of close to 25% coming from non telecom sector. The re-curing revenue has increased by 100% in combination with YoY profitable organic global growth of 8-12%. The company today hold a very strong SW product position in the space of Data Acquisition, Big Data and IoT software. (Digital Transformation enabler)



2007 - 2012

DIVISIONAL MANAGING DIRECTOR, LOGICA SVERIGE AB

I joined Logica through the acquisition of WM-data and since the start I have been a member of the country management board. In 2008 was also promoted to Logica Partner.

I have been holding three positions within the company.

Between 2007-2008 I was responsible for the industry division Utilities & Telecoms with an annual turnover of >600 MSEK and 500 staff. The units focus was on the in-house developed SW platform products and belonging consultancy services. Business model for the telecom area was build on a sell through OEM model with global coverage.

During 2009 I held the responsibility for division Business Solutions with an annual turnover of 900 MSEK and 750 staff in 6 business lines. The divisions focus was on mid size project sales within the areas of ECM, ERP, CRM and BI. The business was build around technology partners such as SAP, Microsoft, Oracle and IFS.

As of 2010 I'm responsible for service line Professional Services. This unit's focus is on the life cycle management of four in-house developed SW products as well as related consultancy and services with a combined annual turnover of 500 MSEK. It's organized in 3 subunits divided between Sweden and off-shore product development units in Bangalore and Chennai in India.

Major achievements: During my responsibility for division Utilities & Telecoms it's been year after year the companies most profitable unit with repeatable profit margins in the range of 20%.

In the position as Managing Director for division Business Solutions the unit was within less than 6 months turned around from a loss making business back into profitability. This was achieved through execution of a major restructuring program in combination with implementation of a new strategic direction.

I was brought into the position as Managing Director for service line Professional services when only one out of four SW products managed to generate profitability. During the first 12 month three out of the four SW product businesses brought back to expected profitability level with maintained revenue. This has been achieved by strong focus on productivity improvement through use of off-shore development, quality improvement activities as well as broaden the market focus to include additional consultancy and services.

2005 - 2007

DIRECTOR, WM-DATA SVERIGE AB

I joined WM-data through the acquisition of the Nordic Atos Origin and since the start I became a member of the country management board. I held the responsibility for the industry division Telecoms with an annual turnover of >400 MSEK and 350 staff. The units focus was on the in-house developed SW platform products and belonging consultancy services. Business model was build on a sell through OEM model with global coverage.

Major achievements: During my responsibility for the Telecoms division produced profit margins in the range of >20%. This was done in combination with successful shift of product generation in the Telecoms business. (products in-house SW development).



2003 - 2005

VICE PRESIDENT, ATOS ORIGIN AB

Member of the management board and reporting to the region CEO and President. Responsible for the division Consulting and System Integration with an annual turnover of 1000 MSEK and 700 staff in 5 business lines. (BC, AM, PrS, Telecoms and Utilities)

Major achievements: From start and through organic growth established a Business Consulting unit within the division. In 2005 this unit consisted of 45 business consultants. Turned around Utility business by restructuring and profitability re-established.

During spring and summer of 2005 I took active part in the preparation and execution of the divestment of Atos Origin AB to WVM-data AB. (WVM-data AB is today Logica Sverige AB)

2002 - 2003

REGIONAL GENERAL MANAGER, SCHLUMBERGERSEMA

Member of the geo-market management board and reporting to the geo-market CEO. Responsible for the East European IT-service and with main focus on the Hungarian, Czech and Rumanian markets. The unit consisted of 250 subordinates with an annual turnover of 700 MSEK.

Major achievements: Established the business set-up with headquarter in Budapest Hungary and subsidiaries in Rumania and Czech Republic. This was achieved within one year.

2000 - 2002

VICE PRESIDENT, SEMA AB

Responsible for the Telecoms sales and operations in the Nordics and United Kingdom, reporting to the Executive Vice President of the Telecoms global business unit.

Major achievements: From the start established an operational telecoms sales and operation unit in Nordics and UK. This was achieved within 9 months and done through solution OEM and sell through models. In 2001 the new business generated >100 MSEK turnover.

1989 - 2000

ERICSSON

Holding several positions within the company. Between 1991 -1997 based at Ericsson-GE Mobile Communication Inc in Lynchburg, VA USA and in 1994 promoted to Vice President Sales responsible for the Private Mobile Radio sales to the European, Middle East and African markets. In 1997 returning back to Sweden as General Manager for Product Development Unit GSM Pro, responsible for business innovation within the GSM/Private Mobile Radio area.

Major achievements: In 1994 I built and established the Private Mobile Radio sell through business set-up for the Europe Middle East and African market and within 3 years grow the turnover by 3,5 times. Market focus was Public Services (Blue Light and security forces) in Poland, Russia and Middle East.

As responsible for Product Development Unit GSM Pro I took the innovation idea to final product offerings (GSM Pro) including development of the handset R250 as well as the SW for the network intelligent server concept. Launching the commercial product included the responsibility for signed contracts and delivery of the product to 16 GSM operators world wide.



1982 - 1989

SWEDISH ARMY

Captain and commander of Recon unit. Officer in the reserv at Ranger Unit K3 between 1992-2002.

Board assignments

Kasthall Mattor och Golv AB, board member

SimFAS AB, board member

Education

Swedish Royal Military Academy, 1989

Special training

- Novare Academy, Forum Novare, Sweden 2006.
- Schlumberger Executive Management Program, USA 2004.
- Ericsson World Wide Management Program, Italy 1996.
- Finance and accounting for non financial manager, University of N.Texas, USA 1996.
- Exchange officer to the British Army, Warminster, UK, 1987.

Other / personal information

- Born in 1962.
- Married, with 2 children.
- Languages: Fluent in Swedish and English.