

Fredrik Jansson - Chief Strategy and Marketing & Communications Officer - DigiPlex



Fredrik Jansson is an **award-winning**, expert executive **marketer** and **strategist** boasting a wealth of strategic and practical experience in the international technology sector.

Fredrik joined DigiPlex, the Nordic leader for innovative, secure and sustainable data centers, in October 2016 as Chief Marketing Officer and Communications Officer, and in January 2018 advanced to the position of Chief Strategy and Marketing & Communications Officer. In these roles Fredrik heads DigiPlex's **marketing**, **communications** and **public affairs** efforts and oversees all aspects of the company's **corporate strategy**.

Fredrik has implemented a comprehensive overhaul of the business's marketing and communications strategy, establishing one of the strongest positions of leadership for the brand across the Nordic market and internationally. Notably, DigiPlex's reach in traditional and social media has increased by over 1000% respectively and the brand awareness has quadrupled resulting in DigiPlex now being the data centre brand Nordic CXOs are most familiar with.

Fredrik is widely quoted in both Nordic and international media on topics ranging from brand building, digitization and company transformation, in addition to subjects relating to data centres and sustainability.

Fredrik formerly held the role Chief Brand Officer of Tata Consultancy Services (TCS) responsible for the firm's brand building activities across 21 markets. During his 11 years with TCS, revenues grew from \$1bn to \$16.5 bn and the number of employees grew from 40,000 to 370,000. Brand value tripled from \$2.3bn to \$9bn, culminating in TCS being named both the world's "most powerful" and "fastest growing" brand in IT.

Fredrik's leadership has been recognized with over 40 of the world's most prestigious awards for excellence in Branding, Social Media, Marketing, Communications, Thought Leadership, Event Management and Sports Sponsorship. Among these, the IABC Gold Quill, Managing Partners Forum Award for Excellence in collaboration with Harvard Business Review and the Financial Times and DRUM Marketing awards. Most recently, he was named as the Datacloud Awards' Marketer of the Year. Fredrik is the first recipient of the award which was instituted to reward outstanding contribution to marketing in the global data centre and cloud industry.

Fredrik holds a Master of Science degree in Business & Economics and is globally educated with university and executive education studies in France (INSEAD), UK (London Business School), USA (Kellogg; Northwestern University of Florida), Ireland (Trinity College Dublin) and Sweden (Uppsala University).

Based in Stockholm with his wife and two children, in his spare time, Fredrik enjoys travelling, playing floorball and gardening.

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