



CHRISTOFFER VOLLMER

Commercially and customer focused leader and change catalyst with over 20 years of working with digital, marketing and transformation in the intersection of business, culture and technology. A business-savvy and data-driven mindset with a creative and passion-driven heart. Adept in navigating complex organizations, applying emerging tech and driving modern ways of working, gained from several roles within both strategy, execution and implementation for global enterprises and startups alike. Broad vertical-experience, with an emphasis on retail, manufacturing, construction, travel and banking.

SELECTED ASSIGNMENTS

2019 **Transformation from single business to ventures**

Strategy assignment for a market leader within real estate services. Formulating a transformation strategy together with the management team enabling them to go from single brand to a group/venture setting, with the aim to launch disruptive ideas on the market and have clear principles for acquisitions. Also establishing a framework for strategy execution for rapidly taking next steps.

2015 **Retail transformation based on lean startup**

Project owner & change agent in a strategic initiative with the purpose of defining the group wide omnichannel strategy and roadmap for the groups' approx. 400 stores/showrooms and lead the launch project for the pilot store based on lean startup methodology.

EXPERIENCE

Strategy consultant, transformation strategy

Sep 2019 - Dec 2019

Strategy assignment for a market leader within real estate services. Formulating a transformation strategy together with the management team enabling them to go from single brand to a group/venture setting, with the aim to launch disruptive ideas on the market and have clear principles for acquisitions. Also establishing a framework for strategy execution for rapidly taking next steps.

Evaluation of strategic options and future scenarios

Mar 2019 - Jun 2019

Supporting the management team in evaluating scenarios how digital and technology potentially can challenge the current business model and what strategic options and potential new revenues this can open up

SME/Advisor to CMO within digital/martech

Jan 2018 - Jun 2019

SME/advisor to CMO (and rest of the management team) on topics related to marketing technology, CX and digital. Supporting in developing the channel strategy for the transformation of marketing towards digital

Lead consultant, Customer Journey Mapping

Nov 2018 - Mar 2019

Lead consultant in a Consumer Journey-project. Purpose was to understand the consumer perspective on how to become more data-driven and relevant in marketing activities, and thus where to invest in marketing technology

Strategy lead, common strategy planning process

Jun 2018 - Dec 2018

Driving a common strategy planning process with a focus towards proptech or a group of C-level decisionmakers from 8 different companies within the vertical.

Lead consultant, scenario planning

Jan 2018 - Jun 2018

Facilitation and lead on a scenario planning process with a focus towards financial services from a global perspective. Focus was to establish an understanding on how a certain part of the financial landscape will change, driven by digitalization, globalization, new consumer behaviors and new regulations

Business transformation, lead consultant digital stream

May 2017 - Jan 2018

Strategy/transformation assignment for a leading HR/staffing organization with the focus to define a digital agenda, define and organize for agile ways of working, establish the foundation for a more change driven culture top down and bottom up, and securing the right priorities and measurements across the project portfolio going forward. PM/lead on the digital stream and substantial participation in the other streams.

QA/lead, Digital agenda

Aug 2017 - Nov 2017

Guiding management and mid-management for an employers' organization within the Swedish Confederation of Enterprise in the process of developing a strategy around digitalization 2020

Change and project lead

Aug 2016 - Sep 2017

Responsible for change and project execution for a market leader within the aviation industry. Taking the initiative from concept and business case to implementation, focused on enabling tech and data as foundation to increase efficiency and improve customer experience in cabin.

SME/Advisor to CDO

Apr 2016 - Jun 2017

SME/advisor to the CDO/digital board regarding CX, channels and services as well as and concept/product owner in projects related to innovation, customer experience and new business models

Project owner, change agent, omnichannel strategy & pilot

Jan 2015 - Feb 2016

Project owner in a strategic initiative with the purpose of defining the group wide omnichannel strategy and roadmap for the groups' approx. 400 stores/showrooms and lead the launch project for the pilot store implementation based on lean startup methodology

Project owner, CX journeys & measurement framework

Jan 2015 - Feb 2016

Project owner in a project with the purpose of identifying and defining customer journeys from a lifecycle-perspective for the groups' approx 15 different brands in the same vertical. The purpose was to find commonalities and synergies for a superior customer experience across channels and touchpoints and to define data-driven framework for measuring, reporting and acting on the financial impact of CX

Project lead

Dec 2014 - Dec 2015

Project owner and change lead in a digital initiative for a British retailer/manufacturer of consumer goods and their trade line of business, targeted towards professional carpenters. The purpose was to develop the business model to enable e-commerce, understand the customer journey, establish e-commerce via a click-and-collect model, implement PIM and launch a new responsive web site containing the above functionality

Program lead, e-commerce

Jan 2014 - Feb 2015

Program lead in a project with the purpose of establishing an e-commerce platform in an omnichannel context for the group and launching the pilot in the Nordic countries for one of the brands. The role contained development of the business model, IT, UX, supply and logistics functions as well as transformation and change management in a pan-European setting

Digital maturity assessment

Jun 2014 - Dec 2014

Responsible for defining and mapping of organizational capabilities and gaps to assess the retail organizations maturity in regards of fintech and digital transformation

Strategy consultant, drawing tools

Jun 2014 - Oct 2014

Strategic advice in a project to launch digital drawing tools connected to the e-commerce program for end-consumers. The purpose is to enable online sales of full solutions in an omnichannel setting for the groups approx. 15 brands and was identified as a key step in the CX transformation of the group

Project lead, business consultant

Sep 2013 - Dec 2013

Supported a European energy company in becoming a more customer-centric, innovative and agile organization. Needed changes in governance, structure and processes were identified and new ways of working implemented in order to faster act on digital opportunities. Also acted interim project manager in a couple of digital transformation projects concerning new external website and mobile channels

E-commerce strategy lead

Jul 2012 - Jan 2013

Supported a leading European fashion retail group in defining the tech strategy and e-commerce roadmap how the organization can transform from a single-channel retail sales leg, towards omnichannel. Broad focus on how the group could gain economies of scale and synergies from the different fashion brands within the group as well as identifying needed capabilities within the organization in order to realize the transformation.

Process lead e-commerce optimization

Jan 2011 - Dec 2012

Responsible for a data-driven management process running over several years with the aim of constantly improving the e-commerce from both business, CX and tech-perspectives, identify potential concepts, validate those towards the customers and turn the highest prioritized into requirements on development

Requirements and UX lead

Oct 2011 - Feb 2012

Requirements lead and owning the UX stream around new and responsive consumer web for a Swedish challenger retail bank

EMPLOYMENTS

Influence Tech	Aug 2019 - Ongoing
Forefront Consulting Group	Mar 2016 - Aug 2019
Nobia	Jan 2013 - Feb 2016
Ziggy Creative Colony	Jan 2013 - Jan 2014
Alenio	Jan 2012 - Jan 2013
Little Shop of Digital	Jan 2010 - Jan 2012
Getupdated/Circuit Interactive	Feb 2008 - Jan 2010
Pole Position Brand Management	Jan 2004 - Feb 2008
BMW Group	Jan 2001 - Jan 2002
Barclays Bank	Jan 2000 - Jan 2001
Mentor Graphics	Jan 1998 - Jan 2000

EDUCATION

Master, Economics Mälardalen University	2002 - 2005
Communications Berghs School of Communication	2001 - 2002

COURSES & CERTIFICATIONS

TOGAF 9 Foundation	2019
SAFe for leaders	2018
DMAIC Project Leader course	2016
ADKAR	2015
Certified Scrum Master	2014
Scenario planning, Kairos Future	2014
Project management Prince2	2009
Google Analytics Individual Qualification (IQ)	2009
Seven habits of highly effective people	2000

LANGUAGES

Swedish	Native or bilingual proficiency
English	Full professional proficiency
Italian	Elementary proficiency