

Biography Åsa Degermark

Senior consultant and key-note speaker

Åsa has enjoyed a successful career in a variety of manager roles. She has spent many years in telecom and in her recent assignment she headed up the Communications department for Ericsson's R&D and Innovation unit. She worked in close cooperation with R&D and was part of the successful market positioning of 5G, next generation networks. Her work gained large attention, both in the telecom industry and in other industries. By being in the middle of advanced technology development for many years, Åsa has a large understanding and passion for what technology can do for humans, society and business.

In 2015, the company was in urgent need of aligning the global spread out R&D organization of 23 000 people and gave the assignment to Åsa to work on a solution. The solution was to go digital! She developed a digital platform for digital meeting and managed to get 5000 R&D leaders into the same live broadcast to address strategy, action and competence sharing. Åsa continued to develop the format and it became role model in the company, and still is. In 2016 she was awarded both in Sweden and Europe for the success of her digital meeting initiative.

As an entrepreneur and consultant, Åsa combines her skills in leadership and communication with the passion for digital transformation. She is certified in leadership coaching as well as certified in digital transformation methods. Her curiosity brings her to constantly look for new insights, learnings and experiences.

In 2018 she launched her first book "Digital Leadership – how to lead successfully in a digital world" (Swedish only) and she is now writing her second book (in English) focusing on AI and leadership. Åsa has inspired many leaders around the world to become successful leaders in a digital world. Through workshops and key notes, she shares her passion, insights and examples in a very inspiring way. She is now adding the aspects and impacts of AI to her keynotes to prepare leaders and organizations for even further changes to come.

With her digital mindset, she was very early in developing digital events for her organization. To connect and align the R&D organization, she developed a digital event format to create interaction, knowledge sharing and alignment in the organization, reaching 5000 leaders live. In 2016, she was awarded for this sustainable digital event, both in Sweden and in Europe. Since then, Åsa has developed this concept further and act as a counselor, content creator and producer to digital events for large brands.