

TROND BUGGE

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SKILLS

Startup scouting and investing

Corporate Venture-building

Foresight & Innovation Management

Customer Relations, Marketing

User Experience, Design Thinking

EDUCATION

Master in Marketing Management

BI Norwegian Business School

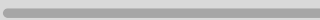
1989-1993

Master in International Marketing

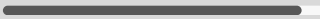
University of Greenwich


1992-1993

LANGUAGES

Norwegian 

English 

Swedish 

Danish 

NOTEWORTHY

Winner, Retail Awards Winner 2010

Technical Solution of the Year

Pitch Winner, Dragons Den (SVT) 2009

Securing 1 million SEK in funding during a nationally televised episode

PROFILE

Visionary and dynamic leader with years of experience working with foresight and innovation in retail, bank, city planning, process industry, mobility and connectivity, along with disciplines such as UX and marketing. Renowned for strategic insights and the ability to foster partnerships, my career uniquely blends entrepreneurial success with corporate venture building. I have founded and managed startups, built customer insight & innovation ecosystems, worked as a foresight & innovation consultant and managed both product and business development teams. My contributions have led to record-breaking innovation engagement at IKEA and award-winning venture-building at Ericsson.

WORK EXPERIENCE

Director of UX & Venture Growth, Ericsson

Ericsson BTEB - Business Area Technologies & New Businesses

2023-

- **Fostering Innovation and Venture Growth:** Play a pivotal role in promoting innovation and guiding venture development within Ericsson.
- **Providing Funding & Strategic Input:** Offer funding and strategic advice through 5 defined steps; initiation, ideation, incubation, industrialisation and ignition.
- **Guiding Product Launches:** Assist in advancing projects to the stage of fully developed product offerings ready for market launch.
- **Developing Design Thinking Methodologies:** Focus on evolving and refining design thinking practices to improve insights & enhance innovation processes.
- **Leading Training Programs:** Direct comprehensive training initiatives to increase proficiency in user involvement and design thinking across the organization.
- **Mentoring Innovation Projects:** Serve as a hands on business developer and industry ecosystem networker, supporting a broad range of innovation projects from initial concept to early-stage MVPs with customer engagement.

Co-creation Manager, IKEA

Ingka, Group Strategy, Development & Innovation

2019-2022

- **Leadership in Innovation:** Directed strategic initiatives within IKEA's innovation framework and ecosystem (IKEA Retail, Ingka Centres, IKANO Bank) emphasizing collaborative ideation and co-creation across 24 countries.
- **Cultural Transformation:** Fostered a global culture of collaboration, engaging 16 000 startups, over 80,000 co-workers and numerous suppliers in the ideation process to drive forward-thinking solutions.
- **Venture Support and Funding:** Successfully led the incubation process and secured €2M in funding for 35 innovative employee-generated ideas in FY22, enhancing IKEA's international market presence.
- **Global Impact:** Drove innovative solutions across IKEA's international operations through strategic alignment and stakeholder management.

Director of Collaborative Innovation, Kairos Future

Kairos Future, Innovation & Collaboration AB, Dcipher Analytics AB

2013-2019

- **AI Platform Development:** Spearheaded the creation and global launch of an AI-enabled platform for collaborative innovation, adopted by corporations such as Caixa Bank, Arla, ICA, Lantmännen, L'Oréal and AstraZeneca.
- **Team Leadership:** Managed cross-functional teams to foster innovation and engagement within large organisations.
- **Project Contribution:** Contributed to high-impact projects, including blockchain and AI technologies.
- **Keynote presenter:** Held presentations and interactive trainings in webinars, keynotes and Academy sessions, incl. International Certified Future Strategist (ICFS) program..
- **Community Recognition:** Served as an executive member of the Swedish Innovation Leader Certification Program and jury member for the Venture Cup.

Innovation Manager, Connecta/Tarento

Connecta became acquired by Acando, now CGI

2011-2013

- **Innovative Process Management:** Spearheaded the innovation process and app development work for notable clients such as SAS, EasyPark, Dustin, and ICA focusing on identifying and leveraging new opportunities for engagement and growth.
- **Strategic Impact:** Developed and implemented strategies that significantly improved customer engagement, demonstrating the potential of innovative technology solutions.
- **Pioneering app development:** Led the design and launch of the ICA To Go loyalty app, utilizing NFC technology to enhance customer experiences through location-based services and digital rewards.

ENTREPRENEURIAL EXPERIENCE

Early entrepreneurial years in consultancy and technology ventures

1997-2011

- **Co-founder & CEO, Manna från himlen (2009-2011):** Developed and launched an innovative SaaS platform driving customer engagement and loyalty through mobile campaigns. Recognized among "Entrepreneurs of the Year" and nominee at the Golden Mobile Awards 2009. Winner of the Retail Awards 2010.
- **Co-founder & Board member, LociLoci (2009 - 2011):** Provided strategic guidance and oversight for this pioneering location-based services startup. Contributed to foundational decisions shaping the company's trajectory in the mobile tracking solutions market.
- **Founder & CEO, Superlocal (2006 - 2008):** Pioneered a location-based social network, achieving significant user engagement, mobile web impressions and launching a pioneering mobile advertisement system. Recognized as "Innovation of the Year" and nominee at the Golden Mobile Awards 2007.
- **Co-founder & CEO, Plutolife (2001 - 2006):** Grew a mobile entertainment startup from inception to 20 employees in Oslo, established global distribution networks and subsidiaries in Singapore and China. Successfully merged with Funcom, contributing to their IPO on the Oslo Stock Exchange.
- **Co-founder & Marketing Manager, Mobile FEED (2000 - 2001)** Secured VC funding (Northzone and A-Pressen), led the world's first commercial cell-broadcasting trial with Ericsson and Telenor, and achieved 28% market recognition in less than 4 months through innovative marketing strategies.
- **Founder & Partner, Fishnet Nordic (1998 - 2003):** Established and led a niche market research firm to become a leader in youth trends, recruited Ole-Petter Nyhaug as CEO, culminating in a successful acquisition by Ipsos.
- **Founder & Partner, Future Preview (1997 - 2001):** Founded a management consultancy specialising in strategic foresight, recruited Terje Osmundsen as CEO, and grew the company to Norway's leading future strategist firm.

FOUNDATIONAL YEARS

Head of Research & Strategy, Bates, Consultant, In-Store Advertising

1993-1997

- Instrumental in the transformation and success of a niche agency, leading to its acquisition by Bates, showcasing early leadership in trade marketing and in-store advertising.
 - Pioneered in advertising and marketing strategies, rapidly advancing from a Consultant and Copywriter to Head of Research & Strategy, guiding high-profile campaigns for clients like Colgate-Palmolive, Carlsberg, and Volkswagen.
 - Youngest board member of Point-of-Purchase Advertising Institute (POPAI)
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