



Fredrik Jansson

Chief Commercial Officer

Fredrik Jansson is an award-winning, expert executive marketer and strategist boasting a wealth of sales, 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 and Communications Officer, and in January 2018 advanced to the position of Chief Strategy, Marketing & Communications Officer. In February 2021 Fredrik was appointed Chief Commercial Officer.

In this newly appointed role Fredrik leads all aspects of sales and marketing strategy targeting major hyperscale and international enterprises, as well as Nordic colocation prospects. He is responsible for both corporate Brand and Go to Market sales strategies, in addition to overseeing all marketing, communication and public affairs.

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. Every aspect of DigiPlex pioneering marketing and communications transformation is now award winning. In 2020 DigiPlex won fifteen awards for its marketing and communications efforts, from strategic thinking, to brand evolution and channel management. DigiPlex is now the data center brand Nordic CXOs are most familiar with.

Fredrik is widely quoted in both Nordic and international media, including The Guardian, DCD, Business Tech, on topics ranging from brand building, digitization and company transformation, in addition to subjects relating to data centers and sustainability.

Fredrik formerly held the role Chief Brand Officer of Tata Consultancy Services (TCS) responsible for the firm's brand building activities across European markets. During his 11 years with TCS, revenues grew from \$1bn to \$16.5bn 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, Global Carrier, Corporate Content and DRUM Marketing awards, to name but a few. In 2017, 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 center 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.