EXECUTIVE RESUME

Magnus Oxenwaldt



Business & AI Transformation Executive | Frontier Advisor | C-suite Partner

Nordics | Based in Strömstad, Sweden | Remote with agreed travel · Swedish citizen
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EXECUTIVE PROFILE

Business and AI transformation executive, frontier advisor and C-suite partner with nearly thirty years spanning commercial leadership, operating roles, enterprise architecture and consulting. I help leaders turn AI disruption into business value by connecting strategy, economics, operating models, organisation and technology, then staying accountable through delivery. As VP Group AI at Columbus Global, I lead group AI strategy and the AI service portfolio while remaining close to clients. I built moxGPT and work AI-native with a hybrid organisation of human colleagues and digital coworkers, combining executive judgement with the delivery capacity of a multidisciplinary team. I build senior client relationships, originate and lead complex transformations, develop leaders and turn intellectual capital into repeatable propositions.

- **C-suite business and AI transformation**
- **Business value, economics and value cases**
- **Enterprise strategy and architecture**
- **Complex transformation programme leadership**
- **Commercial origination and account growth**
- **Operating models and organisational change**
- **AI strategy, governance and agentic systems**
- **Multidisciplinary team and talent leadership**

LEADERSHIP EXPERIENCE

Columbus Global

2021 - Present

Nordic base with global remit

Vice President, Group AI 2026 - Present

AI and Digital Transformation Director and Architect 2021 - 2026

- Established and lead the Group AI Center of Excellence, setting group AI strategy, governance and the service portfolio across a global technology consultancy, with a clear focus on business value and adoption.
- Advise executive teams on AI-first transformation, value pools, operating models and organisational change, connecting commercial ambition to architecture and executable transformation roadmaps.
- Originate, shape and lead enterprise transformation work with Felleskjøpet Agri, Stena, BOLIA, BAMA and Bang & Olufsen, while developing repeatable propositions and senior client relationships.
- Built moxGPT and work AI-native through a hybrid organisation of 20-30 human and digital contributors, coordinating client delivery, internal transformation, product development and thought leadership as one integrated value-creation system. The model is designed around outcomes and leverage, not hours.
- Created the Columbus Agentic AI Framework and lead the enterprise Digital Coworker platform, moving clients from individual copilots to governed multi-agent operating models.
- Designed Columbus' first multi-agent customer solution, the Felleskjøpet Agri ASN Digital Coworker, which became the template for the Columbus Digital Coworker offering.
- Represent Columbus with technology partners, publish thought leadership and develop leaders who can combine strategic advisory, commercial judgement and technical delivery.

SELECTED TRANSFORMATION ENGAGEMENTS

Executive advisory and delivery across large Nordic and global organisations.

Felleskjøpet Agri 2023 - Present

Farmer-owned Nordic agricultural group · approximately €2.1bn revenue · 4,435 employees

AI Advisor and Solution Architect

Designed the strategy, architecture, governance and Dynamics 365 integration for an ASN Digital Coworker that automates inbound supplier communication and downstream processes.

Stena 2026 - Present

Diversified family-owned group across shipping, property and investment · around 18,000 people worldwide

AI Advisor

Advise leaders on AI-first transformation, the Digital Coworker operating model and the connection between business priorities, data foundations and governed delivery.

BOLIA International 2023 - 2026

International Scandinavian design company · approximately €230m revenue · major European markets

AI Transformation Lead and Executive Advisor

Authored the AI First strategy and roadmap with the management team, established governance and the operating model, and shaped a Digital Colleague vision for all employees.

Bang & Olufsen 2024 - 2025

Global luxury audio company · approximately €335m revenue · 1,180 employees · 70 markets

Solution Architect and Transformation Advisor

Advised and delivered across customer-experience transformation, solution architecture, governance and the cloud integration decisions connecting business and technology teams.

BAMA Gruppen 2026

Nordic fruit and vegetable group · approximately €2.3bn revenue · more than 3,000 employees

AI Advisor and PoC Lead

Led executive AI workshops and proof-of-concept work, translated use cases into business value and packaged successful approaches into repeatable offerings.

NHO 2024

Norway's largest employers' organisation · 34,000+ member companies · 700,000+ FTE jobs

Enterprise Architect

Led enterprise architecture for a digital transformation programme covering NHO's member management services.

Schibsted Denmark 2021 - 2026

Leading Nordic media group · approximately €1.2bn revenue · 2,900+ employees

Lead Solution Architect and Executive Business Consultant

Led design and implementation of an omni-channel customer platform integrated with internal applications and external order portals.

Securitas 2021 - 2022

Global security services group · 322,000 employees · operations in 44 markets

Solution Architect

Advised on Dynamics 365, Field Service, Power Platform and ERP integration during a major platform modernisation programme.

EARLIER EXECUTIVE LEADERSHIP

Moxility
Executive Business Consultant
2017 - Present

Congrex
Chief Technology Officer
2006 - 2014

Event Teknik Swefair Gothenburg
Sales Manager
2004 - 2006

AV-Teknik Event Engineering
IT Manager
1997 - 2001

OpenSolution
Chief Commercial Officer
2014 - 2019

Shocklogic Global Ltd
Chief Operating Officer
2005 - 2006

AV-Teknik Event Engineering
Sales Director
2001 - 2003

EXPERTISE

Business transformation

- Corporate, business and AI strategy
- Commercial leadership, sales and account growth
- Business cases, value pools and transformation economics
- Operating models, organisational change and governance
- Executive facilitation, stakeholder alignment and board-level communication

Technology and delivery

- Enterprise AI, GenAI, LLMs and agentic AI
- Enterprise architecture, cloud, data, integration and digital platforms
- Microsoft Foundry, Agent Framework, Azure OpenAI and Azure AI Search
- Microsoft Dynamics 365, Power Platform, Microsoft 365 and Azure DevOps

PARTNERSHIPS AND ECOSYSTEM LEADERSHIP

- Lead strategic partner relationships with Microsoft and Anthropic, translating frontier platform capabilities into Columbus propositions, executive dialogue and practical customer value.
- Build working relationships across the wider AI ecosystem, connecting platform leaders, founders and enterprise specialists to transformation opportunities and delivery.

CREDENTIALS

Certifications

- TOGAF Enterprise Architecture Practitioner
- Microsoft Certified Azure Solutions Architect Expert
- Microsoft Certified Power Platform Solution Architect Expert
- Microsoft Certified Azure Administrator Associate

Education and languages

- Master's degree in Marketing Economics | IHM Business School
- Swedish | Native
- Norwegian | Fluent
- English | Fluent

THOUGHT LEADERSHIP

- Author of AI Don't Fix Stupidity and AI Don't Make You Smarter
- Keynotes and executive briefings on AI-first transformation, leadership and the human-AI operating model
- Future Bytes: executive conversations with leaders from Microsoft and the wider AI ecosystem. Explore Future Bytes · Speaking profile

START A CONVERSATION

Book a conversation, email Magnus directly or connect on LinkedIn.

Book a meeting · Email Magnus · LinkedIn