

**SERES Silvija**  
**Date of birth** 28 June 1970  
**Nationality** Norwegian (originally Hungarian and Yugoslavian)  
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**PROFILE** Successful developer of international technology companies, with focus on technology strategy and commercialization. Investor and board member, working with majors and SMEs in finance and energy. MSC Computer Science (Oslo), MBA (INSEAD), PhD Mathematical Sciences (Oxford University). International profile, with five languages and extensive living and working experience worldwide.

**CURRENT INTERESTS** I work as a board director with large international companies that are actively pursuing AI-first strategies. From 20 years of board-work with 30 major companies across the Nordic region, I have a broad base of experiences in successful digital transformations. My primary role on the board is as an AI and data mentor. I enjoy helping the leadership set the stage for effective business transformation and build a culture of resilience and learning, and believe that "Speed is no replacement for direction."

#### **BOARD EXPERIENCE**

**Current companies:** Board member **Trescal** (2023-present)  
Board member **Det Norske Veritas** and **DNV** (2017-present) (compensation committee)  
Board member **Ruter** (2018-present)  
Board member **Pexip** (2023-present)  
Board member **Defendable** (2021-present)

**Past companies:** Board chairman **Norsk Rikstoto** (2019-2023), Vice chairman and audit committee member **Norsk Tipping** (2007-2015). Board member in all of following: **Academedi AB** (2015-2023), **P27 Nordic Payments Group** (2020-2023), **Norwegian Broadcasting Corporation (NRK)** (2016-2020), **Oslo Stock Exchange** (2017-2019), **Nordea Bank AB** (2015-2019, audit committee, risk committee), **Statkraft** (2010-2014, compensation committee), **Aschehoug** (2008-2014), **Opera Software** (2007-2009), **ProfDoc** (2007-2008), **Data Respons** (2010-2011), **Dagbladet Medialab** (2010-2012), **Integrasco** (2009-2011), **GeoKnowledge** (2008-2012), **Sonitor** (2011-2013), **FasterImaging** (2004-2013), **The Performance Group** (2011-2013), **MakingWaves** (2012-2014), **Norman** (2010-2014), **Camo** (2010-2015), **Kezzler** (2011-2015), **Eidsiva Vekst** (2013-2015), **Buypass** (2013-2015), **ECC** (2010-2015), **The North Alliance** (2013-2015), **Enoro Holding** (2010-2017), **Eidsiva Energi** (2016-2017), **Syncron Int' AB** (2008-2018), **Biblioteksentralen** (2021-2023). Member of board nomination committee **Telenor** (2011-2017, also corporate assembly 2011-present), **Wilhelmsen** (2022-present).

**Scientific boards:** President **Norwegian Polytechnic Society** (6 years). Expert evaluator for Energy and IT research projects at the **Norwegian Research Council** (10 years). Member of advisory council at **Sintef Digital** (2016-2023), board member at **Simula Research Laboratory** (2015-2019). Board member **Kavli Trust** (2016-2019) and **Digital Life Norway** (2015-2018). Board member Norwegian Research Council's Major Programs **Verdikt** and **Høykom**. Council member **The Norwegian Board of Technology** (2007-2016), advising the Norwegian Parliament and Government on the digital transformation. Council member **Digital Norway**. Program committee member and chair on several major conferences.

**Other/government:** **Member of NATO's high-level advisory board on innovation and disruptive technologies.** Member of Norwegian Government's committees: **National Defense Committee** (long-term strategy for Norwegian Defense), **Norge mot 2025** (fiscal and legal national strategy), **Digital21** (national digital strategy), **Transport21** (national transportation strategy) **Fiskerikontroll** (national marine strategy) and **Mobilitetsutvalget** (Norway's strategy for mobility). Board member **Transparency International**, Oslo Business Region and Seema. Industrial advisor for private equity and venture capital on digital technology and energy areas (**FSN Capital**, **Herkules Capital**, **CapMan**, **EQT**, **Clickstream Ventures**, **StartupLab**). Executive investor at **Alliance Venture Spring Fund** and **Founders Fund**, and investment committee at NoA. Mentor at StartupLab and other incubators, board member at StartupWeekend Norway. President Insead Alumni Norway. Advisory council member **Alarga**. Advisory board member of the **Talent Immigration group by Abelia** and Oslo Chamber of Commerce. Advisor to the Serbian Government on gender equality at work. Advisor to the Norwegian Ministry of Culture focusing on new gaming opportunities in digital media (**Hamar Utvalget**). Member of committee for diversity in research (**KIF Utvalget**) at the Norwegian Ministry of Education. Selection committee member at **Bloomberg Mayors Challenge**, Oslo Innovation Prize and others.

## WORK EXPERIENCE

- 2011 – present **Independent Investor, Founder and Board Member, 50 companies** **Oslo, Norway**  
Several finance, tech, media and energy companies (see technorocks.com and board work next page)  
**Active Investor through TechnoRocks AS**
  - Hands-on focus: Digital strategy, data-driven growth and SaaS ARR. 30+ investments.
- 2018 – 2023 **LØRN** (Corporate lifelong learning, with focus on technology, lorn.tech) **Oslo, Norway**  
**Founder, CEO, later Chief Editor (since Dec'22)**
  - Founder and CEO for the first 4 years, with production, sales, marketing, product and organization
  - Data platform and ERP: Supported build of new ERP and LMS platforms for corporate education
- 2008 – 2011 **Microsoft** (IT software, services, and solutions) **Oslo, Norway**  
4 years **Director, Business Management** (joined through Microsoft's acquisition of Fast)
  - Operations: Managed integration, business operations and strategy for Fast services team.
  - Management: Supervised introduction of all new Microsoft processes and systems for a global Fast team of 350 people. Planned Fast services co-delivery with the worldwide Microsoft subsidiaries.
- 2004 – 2008 **Fast Search & Transfer** (International enterprise software) **Boston, US and Oslo, Norway**  
4 years **Vice President, Strategic Development** (started as Director, then Senior Director)
  - Management: Built the strategic consulting team, delivered over 100 projects for Fortune 1000 worldwide. Sales: Supported sales with strategic proposals at an average sales license of USD350K.**Vice President, Product Marketing**
  - PR and Marketing: Developed and executed product strategy and messaging for Fast, during a period of aggressive market growth. Co-managed Fast global conferences with 1000+ attendees.**Vice President, Services Strategic Development**
  - Services: Managed operations on a team with 300 members. Ran new services. Managed IP at Fast
- 1997 - 2003 **Oxford University** (Faculty of Mathematical Sciences and Magdalen College) **Oxford, UK**  
6 years **Prize Fellow, Tutor and Lecturer**
  - Research: Wrote a PhD on Algorithm Optimization with 3 Turing Prize winners as mentors.
  - Teaching: Taught at undergraduate and graduate level, supervised master and PhD students.
- 2002 **Chinese Academy of Sciences** (Leading research institution in China) **Beijing, China**  
3 months **Visiting Researcher**: Set up an educational project with Oxford, supervised PhD students.
- 2002 **Dar Al Hekma University** (First private university for women in SA) **Jeddah, Saudi Arabia**  
5 months **Assistant Professor and Programme Manager**: New department (Business Information Systems).
- 1999 **DEC Systems Research Centre (DEC SRC)** (DEC's research laboratory) **Palo Alto, USA**  
3 months **Visiting Researcher**: Worked with teams behind AltaVista and internet security.
- 1996 - 1997 **Norwegian Computing Centre** (Norwegian industrial research laboratory) **Oslo, Norway**  
1 year **Scientific Researcher**: Developed software solutions for distributed systems and mobile agents.
- 1994 – 1996 **Skrivervik Data** (Scandinavian IT consortium, large operating systems and UNIX) **Oslo, Norway**  
3 years **IT Consultant**: Taught corporate students programming, built IT solutions in networks and security.

## EDUCATION

- 2015 **FHS, Sjefskurs** (Top Leadership Course at The Norwegian Defense College) **Oslo, Norway**
- 2003 **INSEAD, MBA Program** **France and Singapore**
- 1997 – 2001 **Oxford University, PhD and MA in Mathematical Sciences** (Prize Fellow) **Oxford, UK**  
PhD thesis topic: Algebra of logic programming; supervisors Sir Tony Hoare and Prof Edsger Dijkstra
- 1989 – 1996 **University of Oslo, MSc and BSc in Computer Science** **Oslo, Norway**  
MSc thesis topic: Verification techniques for large software systems; supervisor Ole Johan Dahl.
- 1977 – 1988 **Primary school and secondary school in Yugoslavia** **Novi Sad, Serbia**

## LANGUAGES

## OTHER EXPERIENCE

**Fluent** Hungarian, English, Norwegian, Serbian. Functional French. 30+ programming languages.

Presented at more than 1000 conferences and seminars on strategy, innovation and technology.  
Wrote the books **Digital Dugnad** and **Staten og Dataen** (Frekk Forlag 2021).  
Conceptualized and delivered strategy podcast "**De som bygger det nye Norge**" (105 ep, 2017-2018).  
Conceptualized and delivered lifelong learning podcast "**LØRN.TECH**" (1500 ep, 2018-2023).  
Voted Norway's most influential IT woman (ODA prisen, 2017), top 10 cool female leaders in Norway (Minerva, 2017), 100 most inspiring international women in Norway (Utrop, 2013), top ten most influential women in technology in Norway (100-year Anniversary, 2013), top ten leadership talents in Norway (newspaper e24 2009), 25 most promising young leaders (Økonomisk Rapport 2006). Awarded Annual Innovation Prize by the Norwegian University of Science and Technology (NTNU, 2006), eight most influential international women in Norway (Top 10 2004).  
Won a Prize Fellowship at Magdalen College in competition with 50 PhDs from all fields (2001)

## OTHER INTERESTS

**Family**: Married, with four children (aged 10, 13, 14, 16), oldest son a European champ in swimming.  
**Sports and hobbies**: Scuba diving (PADI DiveMaster), rowing (Oxford blades, first place in Boston Marathon, coach), swimming (international level), film and photography, gardening.  
**Web**: Professional **silvijaseres.com**, private silvija.net. Also **technorocks.com** and **lorn.tech**.