

CV: Jørgen Suhr, Associated Partner

Specialties: Digitalisation, Change, Strategy and Business Development



JØRGEN SUHR
Associated Partner

Management Consulting within digitalisation, digital transformation, people and business development

Short Summary:

Associated Partner at Faarup & Partners A/S, 2020 – now

Nordic and European leadership roles at IBM, (1998 – 2019)

Jørgen is passionate about how to progress digital transformations linking technology, people and business. He knows by heart that there is "no change without human anchoring".

- **Driven by execution and business results** within technology solutions – always with the customer front and center.
- **Lecturer on** Digital Transformation and Artificial Intelligence (AI).
- **Leadership and consulting roles** at tech company Philips (1987-1998).
- **Partnerships:** Digitaliseringsinstituttet, Retail Reinvented (CPH Bus. Academy), Selection Committee at Danish Chamber of Commerce E-Business award 2021.
- **Education** as snr. high school teacher within politics and economics from University of Copenhagen. Business degree in Accounting.



Nordic leader, Watson Customer Engagement, 2015-19

Business Development and business ownership at IBM within Marketing, Commerce and Supply Chain solutions. Partner representative at Retail Reinvented hosted by Copenhagen Business Academy. Speaker and lecturer within artificial intelligence, retail and overall understanding of technology. Steering Group member in various customer engagements within retail, digitalisation and omnichannel.



Transformation of IBM Customer Satisfaction, 2001-08

European owner of IBM's end-to-end sales and delivery organisation within support services for Social Business. Creating and launching of a new strategic initiative strengthening customer satisfaction and increased software sales. Responsible for the development of program and delivery structures focusing on key stakeholder involvement.



Digital Commerce, Volvo Cars, 2016-19

Transformation project driven by a new business model selling cars online. Agile development process in cooperation with business and technology stakeholders. Steering Group member as vendor responsible for IBM's software solution. Advisor role within technology and business development.