

Heading marketing and international business for Indian cloud service front runner Novatium since 2010.

Mr Pålsson has 25 years of international experience on the subject of Humans and Technology, including marketing/commercial, cultural/social, psychological/cognitive as well as design/technical aspects. Have worked in the field of telecom applications and devices since 1987.

Founder of Ericsson ConsumerLab, the Ericsson group global consumer expertise entity.

Joined Ericsson in 1990 for a four year session in Corporate Strategic Business Development.

Prior to Ericsson 8 years in various positions within the ABB group.

Member of board of directors of Blekinge Institute of Technology

Trustee of Institute for Management of Innovation and Technology

Graduated from University of Lund in 1982.