



## Contact

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## About me

Positive and vital family father, married with my dear Lill-Ann for more than 30 years, three grown-up sons aged 24, 29 and 33 years. Appreciate social activities with family and friends and outdoor activities in the mountains, woods or at sea.

## Competences

Strategy  
Business management  
Business development  
Organization development  
Project leadership  
Sales leadership

# VERNER HØLLELAND

## Executive director with international experience IT & technology

Executive director within IT & Tech-industry with solid international experience from more than 30 years in leading global tech companies. Delivered strong results in every position which have led to exceptional career development. Ambitious, inspiring and action-oriented leader with high level of knowledge and good communication skills that creates an environment of trust, collaboration and engagement.

## Work experience

### 2023 – Now | Senior Advisor - NTNU

Faculty of Information Technology and Electrical Engineering – project leader for digital innovation, AI and cybersecurity. Leading NTNU's initiatives to accelerate digital innovation in Norwegian companies and public sector together with NTNU's strong academic research environment on AI and cybersecurity,

### 2015 – 2022 | Managing Director - HP Norge AS

Managing Director for HP Norge AS with responsibility for all activities and results for HP Inc.'s business in Norway. Delivered solid results and growth every year from 2015 until 2023 with yearly income > 3 bn. NOK with over 80% growth in the period. Developed the organization from 45 to 75 workers and established new services and categories that made HP Norway recognised globally within HP Inc.

### 2002 – 2015 | Executive director, Sales Director - Hewlett Packard Norge AS

Responsible for HP's Norwegian PC & Print businesses with > 1.5 bn NOK yearly income. Leading organisations and sales teams for different market and product segments like enterprise sales, commercial channel sales, commercial PC and Printing categories. HP became market leader in this period for PC-category.

## Personal skills

Positive, good communicator  
Trustworthy and honest  
Action oriented  
Inclusive and emphatic  
Knowledgeable  
Creative  
Extensive network

## Languages

Norwegian – Mother tongue  
English – Fluent writing and vocal  
German - Basic

## IT-competence

Extensive IT experience and  
knowledge from business  
management systems & tools,  
understanding of system  
architectures and network  
infrastructure

## References

Provided at request

## 1999 – 2002 | Category Director - Compaq Computer Norge AS

Started as category manager for Business Notebooks in Compaq, was promoted after short time to Category Director for entire Access Business Group. Business responsibility with P&L management, leading teams of category managers, product specialists and team of technical consultants. Compaq was the marketshare leader within PC-category in the period.

## 1994 – 1999 | Category Manager - Apple Computer Inc.

Country Category Manager for Apples business in Norway across all categories and products. Responsible for pricing, product launches, presentations, business development, training, etc. Leading team of product specialists.

## Other positions

**1991 – 1994 HøyskoleData AS**, Technology manager

**1990 – 1991 University of Bergen – UiB**, Dept. Engineer Data centre

## Education and military service

**1988 – 1990 | 2 years study Computer Science - Bergen University College**

**1987 – 1988 | 1 year military service – Krigskommissariat Vestland**

- System administrator Tandberg / Sintran III

**1985 – 1987 | 3-årig allmennfag Askøy Videregående Skole**

- IT specialization

## Courses and certifications

2017 Managing Director program - UC Berkely Executive Education

2014 Strategic presentations - Dale Carnegie

2008 General Manager program - Mercuri International

2006 Coaching Sales Performance - Mercuri International

2004 AFF leadership development - AFF / NHH

2004 Breakaway Leadership - BTS business management

2003 Management by Objectives - Alias Concept

## Volunteer work and positions of trust

Engaged in several tech-startups and shareholder in some of them.

Board member and chairman in several companies and organisations

Several elected positions of trust – Accountant, project leader, soccer coach etc.