

Dan Öhlander

Role: CEO, SamSari AB

Dan Öhlander joined SamSari as Sales Manager in 2007 and accepted the role of CEO in February, 2009. His primary focus as CEO is twofold: To make SamSari known to a wider circle of clients by telling the world our unique story and to manage SamSari's development as it becomes a world class Change Agency.

Since Dan joined the company, SamSari has gone through significant growth as a company, a development that continues as we deliver our expert blend of creativity and learning design to an ever growing list of high profile clients. Dan expects this trend to continue in response to the rising demand for services that bridge the 'realization gap' between great strategies and real-world implementation.

Before joining SamSari, Dan held the position of Sales Manager at Microsoft AB. He was responsible for solution-based sales for large enterprise customers and for enterprise go-to-market partners. His focus ranged from business intelligent solutions to solutions based on Microsoft's mobile platform. Under Dan's leadership, the sales organization regained momentum and continued to grow as the focus on complex solutions became an increasingly important part of Microsoft's offering.

Dan has also worked in Microsoft's global mobility organization as client manager for several global telecom companies. In addition to his role as client manager, Dan was also responsible for the development of Microsoft's mobility offering in the Middle East market. In total, Dan has close to 20 years of experience in sales and marketing from companies such as Digital Equipment, Compaq and Oracle.

