

## SERES Silvija

**Date of birth** 28 June 1970  
**Nationality** Norwegian (originally Hungarian)  
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### PROFILE

- Successful developer of international technology companies through commercialization stage.
- Manager of large geographically distributed teams in consulting, marketing and services.
- Strong technical background; credible in working with engineering teams.
- MSC Computer Science (Oslo), MBA (INSEAD), PhD Mathematical Sciences (Oxford University).
- Excellent presentation and inter-personal skills.
- Flexible and effective in both analytical and creative work, with proven track record in innovation.
- International profile, with six languages and extensive living and working experience worldwide.
- Broad experience as a board member in large and small IT, media and energy companies.

### PROFESSIONAL EXPERIENCE

- 2012 – present **TechnoRocks** **Oslo, Norway**  
A consultancy company, focused on improving technology-based businesses through sharper strategy  
**Managing Director**
- Strategy: Created unique and effective visions for SMB companies with radically new technologies.
- 2008 – 2011 **Microsoft** **Oslo, Norway**  
4 years  
The worldwide leader in IT software, services, and solutions, 93000 employees, USD 60B revenues  
**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** **Boston, US and Oslo, Norway**  
4 years  
International enterprise software company, 850 employees, USD 220M revenues  
**Vice President, Strategic Development** (started as Director, then Senior Director)
- Management: Built one of the most widely recognized international teams in the company. Managed delivery of strategic consulting, more than 300 projects for Fortune 1000 companies worldwide.
  - Sales: Supported sales with focused 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.
  - Management: Built a new global team that delivered Fast positioning materials, and spoke at press and analyst briefings and major conferences. Published "Book of Search" and 20 whitepapers.
- Vice President, Services Strategic Development**
- Services delivery: Managed operations, with focus on efficiency and profitability for services team with 300 members. Coordinated new services development. Managed IP at Fast.
- 1997 - 2003 **Oxford University** **Oxford, UK**  
6 years  
Faculty of Mathematical Sciences and Magdalen College, one of the oldest Oxford colleges  
**Prize Fellow, Tutor and Lecturer**
- Research: Wrote a PhD on Algorithm Optimization with applications in finance and bio-sciences. Published 15 papers at top scientific conferences. Worked on projects with world's leading computer scientists. Won a Prize Fellowship at Magdalen College in competition with 200 PhDs.
  - Teaching: Taught at undergraduate and graduate level. Created and taught some of the University's commercially most successful courses at Oxford University Center for Continuing Studies.
- 2003 **Chinese Academy of Sciences** **Beijing, China**  
3 months  
The leading research centre in China  
**Visiting Researcher**
- Mentoring and development: Set up a joint development project with Oxford, supervised students.
- 2002 **Dar Al Hekma University** **Jeddah, Saudi Arabia**  
5 months  
The first private university for women in Saudi Arabia  
**Assistant Professor and Programme Manager**
- Mentoring and development: Set up and taught a new department in Business Information Systems.

1999 **DEC/Compaq Systems Research Centre (DEC SRC)** **Palo Alto, USA**  
3 months DEC's research laboratory, at the time one of the leading computer science labs in the world  
**Visiting Researcher**  
• Research and development: Worked with teams behind AltaVista and other early Web technologies.

1994 – 1996 **Skrivervik Data** **Oslo, Norway**  
3 years Scandinavian IT consortium  
**IT Consultant**  
• Software consulting: Created customer solutions with advanced software networks and IT security.  
• Education: Sold and delivered the first courses in Java in Norway.

1996 - 1997 **Norwegian Computing Centre** **Oslo, Norway**  
1 year Norwegian industrial research laboratory  
**Scientific Researcher**  
• Software development: Developed software solutions for distributed systems and mobile agents.

## EDUCATION

2003 **INSEAD, MBA Program** **France and Singapore**  
Focus: Strategy and Innovation

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

1977 – 1988 Primary school and secondary school in Yugoslavia **Novi Sad, Serbia**

## LANGUAGES

**Fluent** Hungarian, English, Norwegian, Serbian  
**Functional** French  
**Basic** Russian

## BOARDS

### Listed public companies:

Board member **Opera Software ASA** (2007-2008) (I left due to the Microsoft acquisition of Fast)  
Board member **ProfDoc ASA** (2007-2008) (the company was bought by CompuGroup)  
Board member **Data Respons ASA** (2010-2011) (board change due to ownership change)  
Board member **NetConnect ASA** (2011-present)  
Board member **Rosenlund ASA** (2011-present)

### Privately held companies:

Board member, member of remuneration committee **Statkraft AS** (2010-present)  
Vice chairman **Norsk Tipping AS** (2007-present)  
Board member **Aschehoug AS** (2008-present)  
Board member **Dagbladet Medialab AS** (2010-present)  
Board member **Norman ASA** (2010-present)  
Board member **Syncron AB** (2011-present)

### Technology startups:

Board member **GeoKnowledge AS** (2008-present)

### Scientific boards:

Council member **Technology Council of Norway** (2007-present). Board member Norwegian Research Council's Major Program **Verdikt** (2005-2007) and **Høykom** (2004-2007).

### Other:

President **Insead Alumni Norway** (2004-present). Member of Corporate Assembly **Telenor** (2011-present). Member Advisory Council **Alarga** (2011-present). Board member **Transparency International** (2011-present).

## OTHER EXPERIENCE

Voted one of eight most influential international women in Norway (Top10 2004)  
Voted among 25 most promising young leaders (Økonomisk Rapport 2006)  
Top ten leadership talents (newspaper e24 2009)  
Coached young entrepreneurs (Norway) and supervised MSc students (Oxford University, BI)

## OTHER INTERESTS

**Family:** Married, with three children  
**Sports:** Scuba diving (PADI Dive Master), rowing (Oxford blades, first place in Boston Marathon, coach), swimming (international level)  
**General:** Reading, travel and photography ([www.silvija.net](http://www.silvija.net))