

6th May  
2022

# (Un)authentic leadership of digital transformations?

The recent pandemic situation showed many organizations that in order to gain resilience and change the ways of doing business, they had to embark a process of digital transformation. This process of change demanded some sort of leadership. The question is of course what kind of leadership – authentic? Crisis management? Or did it just happen because the digital “revolution” had already been there?

Most welcome to join us for this public panel presentation and discussion at the School of Business and Economics, Linnaeus University, Universitetskajen, Kalmar, on the 6<sup>th</sup> of May; 10.00-12.00.

Through the eyes of academics and business leaders, we will discuss the leadership dimension of digital transformations, also we will explore the managerial aspect of the change in technologies by having experts of leading digital transformation/business in the panel.

Keynote Speaker and Panelists:

10:00–12:00 (Time zone: GMT +2)

Format: Hybrid

Please register here:  
<https://forms.gle/2gYiskYtjnXgfF246>

Venue: School of Business and Economics

House Forma, Room Fo1040K

Zoom link: <https://lnu-se.zoom.us/j/61027151939?pwd=VXE2OXhDY2ZLdGNVc3RZc1VXN2w5dz09>

Meeting ID: 610 2715 1939

Passcode: 151537

## PANELISTS



Keynote speaker

**Timo Schneider**

An experienced executive  
& practitioner

(Germany)

Timo has been working as a specialist, manager and external consultant in the field of digital commerce and online marketplaces for over 20 years, ranging from setting up the first German online marketplace to being responsible for the development and construction of digital business models in start-ups, medium-sized companies and corporations through to strategy development and management tasks for several online shops. Timo has extensive experience in the areas of strategy and business development and brand management as well as eCommerce and marketplace management.



**Jörgen Bödmar**

Practitioner:

Entrepreneur, business leader and  
mentor in e-business

(Sweden)

Jörgen has a considerable wealth of experience in entrepreneurship and E-business. He was the founder and CEO of Design Online (today Nordic Nest). In addition, Jörgen Bödmar has contributed to the development of the science park I Kalmar. Jörgen has established several E-business companies and has later also worked as a mentor for several new business.



**David Lengström**

Supportive organization:

CEO ALMI Business Partner Kalmar

(Sweden)

David has worked at ALMI Business Partner in Kalmar since 2009, and from 2016 he is the CEO for the Kalmar office. ALMI works to spur business development through coaching and offering loans to companies with growth potential, both for business in the start-up phase as well as established companies. In his work, David has identified digitalization, innovation, sustainability, and internationalization as megatrends affecting firms and the business context, which also ALMI takes into consideration in their work to support company growth in the region.



**Rene Lydiksen**

Pracademic:

PhD; CEO web-development  
Oxygen and global business leader  
at Lego Education International.

(Denmark)

Rene Lydiksen is currently a CEO at web-development Oxygen. Rene is also a global business leader at Lego Education International. Prior to that, he had been director of sales and marketing at the company Veksø for four years. He holds a PhD. in international entrepreneurship and management from University of Southern Denmark and a MBA from Henley Business School, University of Reading, UK.



**Emelie Sjölander**

Practitioner:

Founder and CEO of Boksmart  
Publishing and [www.barnsmart.se](http://www.barnsmart.se)

(Sweden)

Emelie has a background as executive and coach within the travel business and sales. Since 2016 she is the founder and CEO of Boksmart Publishing and [www.Barnsmart.se](http://www.Barnsmart.se) producing books and digital school material for kids. The books are easy-going tales with classic and playful illustrations - everything for a child (and adult) to easily learn important things. The company is run in close collaboration with her husband, and together they have spurred a business with a core close to their values of producing wisdom focusing on children's well-being and ability to set boundaries and learn about everyone's equal value.



**Marianna Strzelecka**

Academic:

Associate Professor at the School of  
Business and Economics at LNU

(Sweden)

Marianna conducts teaching and research within the eXperience knowledge platform and works with sustainable tourism. The research is cross-scientific to shed light on the socio-cultural aspects of relationships between communities of place and local 'natures', how tourism allows to re-negotiate these relationships and application of big data for sustainability of tourism destinations.