

## Bo Overby



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### Selected results

- **REMA 1000/Vigo**

“Best grocery delivery service  
in Denmark” (Politiken)

- **DBA & Bilbasen**

+40% traffic growth

- **Georg Jensen**

+65% YoY digital revenue

## Growth & digital transformation

I really enjoy exploring the intersection of creativity, technology, and business impact. With 20+ years of experience, I've helped facilitate the development of digital portfolios of companies like DBA/Bilbasen, REMA 1000 and Georg Jensen,. Building not just high-growth platforms, but entirely new ways of doing business and engaging users.

### From AI Experiments to Market-Changing Solutions

At REMA 1000, I led the development of a new form of community delivery, transforming last-mile logistics with AI and redefining how customers shop for groceries online. This wasn't just about efficiency - it was about rethinking the entire experience.

Looking ahead, I strongly believe that AI will play a cornerstone in the coming years - reshape markets and digital landscapes.. I'm passionate about pushing boundaries and exploring how these technologies can drive the next wave of innovation in media and publishing.

### Creating What's Next

- **AI** – I see AI not just as automation but as a catalyst for new experiences, business models, and interactions.
- **Turning Trends into Breakthroughs** – I have a track record of identifying shifts in digital behavior and translating them into industry-leading solutions.
- **Building Innovation Cultures** – Great ideas thrive in the right environment. I know how to foster teams that experiment, iterate, and turn concepts into reality.

## **Sept - 2024 - Now - Independent consultant**

Working on a series of AI/LLM projects created using AI coding. Focus on making powerful AI systems more accessible.

## **Aug 2022 - Sept 2024 - Senior Strategy & Business Consultant - Shape**

Shape is a leader in the Scandinavian digital agency market.

- Strategic mobile projects for some of
- Engaged in outreach to potential new clients and collaborated with existing key clients on mobile strategy and digital product development

## **Sept 2021 - Jul 2022 - Independent consultant**

### **Dec 2019 - Sept 2021 - Founder - Idag - (Tjek.com)**

Idag was a SAAS startup with a focus on community delivery and part of Tjek.com.

- Led market dialogue, team development, product design, and implemented an innovative last-mile delivery approach.

### **Feb 2016 - Dec 2019 - Team, product, and sales - REMA 1000 / Vigo**

Vigo is part of REMA 1000 and a major Danish grocery delivery service.

Led the team and responsible for community building, product development, online marketing, and sales

- Scaled the company from the ground up to a leader in online grocery delivery.
- Rated as the best grocery delivery service in Denmark by *Politiken*.
- Directed the design, development, testing, and operations of the entire digital ecosystem, including apps, online platforms, content sites, digital marketing systems, analytics, and backend solutions.

## **Jan 2015 - Oct. 2015 - Chief Digital Officer - Alka**

Alka is a leading danish insurance company.

- Oversaw digital product development and online sales through alka.dk

## **Sept 2012 – May 2014 - Head of C2C - DBA & Bilbasen**

Led product development, analysis, and customer service teams and was responsible for sales budget and P&L.

- Implemented a mobile-first strategy.
- Exceeded budget targets for C2C revenue and P&L in 2012 and 2013.
- Achieved a 40% increase in traffic and a significant improvement in NPS.

## **Aug 2010 –Sept 2012 Global Business Unit Manager/Online sales – Georg Jensen**

Georg Jensen is the leading Scandinavian manufacturer of luxury jewelry, watches, and home products.

Responsible for e-commerce revenue, product design, development, and digital marketing

- Consolidated 7 independent regional e-commerce operations into a single global platform
- Achieved 65% annual sales growth, +500% EBIT, +250% visitor increase, and +70% conversion rate.

## **Aug 2008 – Aug 2010 - Online and IT Director – Lauritz.com**

- Led online marketing, development, and IT, driving +25% growth in visitors and +250% in PPC performance.
- Directed the launch of an international social shopping network (Luuux.com).

## **Jun 2006 - Aug 2008 - Director of Product and Development – BilZonen.dk**

- Led digital sales, product development, and operations, achieving +400% growth in online sales.
- Integrated an acquired software company and established an offshore development team in Ukraine.

## **Sept 2001 - Jun 2006 - Independent consultant**

Completed projects for Coloplast, Danish Distillers, DBU, DMI, HK, Nowaco, and Novo Nordisk.

## **Jan 1997 - Sept 2001 - Director, partner and project manager - Radiator**

Heading client projects and the development of the agency from a small team into a successful online agency. Completed projects for ABB, Bella Center, FDB, FOA, Hi-fi Club, HK, Irma, IT Industry Association, NESAs, Panasonic, Paustian, SEB, SKI, Stralfors, Totalkredit, UNI2, and Unibank.

## **1998 - 2000 - Founder - Reboot**

Reboot was Scandinavia's largest annual industry event and conference on Internet innovation, business, and development.

## **1996 - 1997 - Visiting Scholar - Stern School of Business, New York University**

Teaching assistant in "Intensive multimedia design and production," New York University

## **1995 - 1996 - Trainee - Danish Consulate, New York, USA**

Wrote the Foreign Ministry's first report on the Internet and its commercial potential.

## **Education**

2013 - Emerging Leaders Program - eBay

1999 - Master in Business (Cand Merc.) - Strategy, Organization, and Management (SOL) - Copenhagen Business School