



Marianne Kjeldgaard Knudsen

Senior Director, Head of Digital Commercial Offerings at Grundfos A/S

Marianne is heading the unit Digital Commercial Offerings, which is tasked with accelerating the delivery of digital commercial offerings to grow Grundfos topline and move their offerings beyond the pump. Marianne has several years of international experience working with public, private and non-profit organizations across Europe and in the US. Marianne has worked as management consultant since 2003 with business transformation, business strategy, change management, project management, business process design and software innovation. For the past three years Marianne has held management positions at Grundfos A/S.



Thomas Rosenkilde Anderson

Group Vice President for Services at Grundfos A/S

Thomas is responsible for the global service business in Grundfos Group. An important part of this involves developing, implementing and attaining the service business strategy and all related key initiatives. In his presentation Thomas will introduce how Grundfos is designing programs, tools, process and service product developments enabling the markets and business for growth. Prior to joining Grundfos, Thomas have held various management positions within Nokia Networks from which he has extensive experience with the management of global service organizations. For the past two years Thomas has been the Group Vice President for Services at Grundfos A/S.



Ross Townshend

Business Manager EMEA – Advanced Services & Data, Ishida Europe.

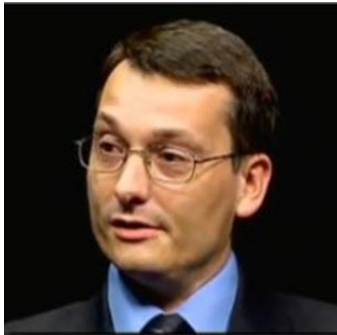
Prior to his current position, Ross worked within the industrial technologies division of Robert Bosch, focusing on manufacturing optimisation within the automotive, aerospace and other major sectors. Since joining Ishida Europe in 2017, Ross has taken the lead on the development and adoption of an Advanced Services Strategy within the business, along with managing its data services products for the food manufacturing sector. Through his 15 year career in product management, design and customer support, Ross has become a passionate believer in the significant value gained through partnerships between customers and suppliers.



Ulrika Lindberg,

Vice President, Global Service at Alfa Laval AB

Ulrika has held various positions within Alfa Laval with the responsibility for developing the after-market business and developing and managing the service portfolio and service operations. In her presentation, Ulrika will reflect on the opportunities and challenges related to growing the service business and standardizing the service execution in a global context. Ulrika has extensive experience with the management and marketing of services, both within Alfa Laval and from positions in companies such as Tetra Pak, AB Ph. Nederman & Co and Destinct Consulting. In her current role, Ulrika is responsible for the Global Service team within Alfa Laval with a clear task to drive service growth and service excellence.



Andrew Harrison

Honorary Professor and Engineering Associate Fellow at Rolls Royce

Andrew has been a leading figure for 15 years in Rolls Royce's ongoing development of advanced services offerings. He is an expert in how services requirements and principles should inform the design and engineering of aircraft engines in order to both optimise the service delivery to customers and also make the provision of services profitable and sustainable for the manufacturer.



**Professor Arnold Tukker
Leiden University & TNO**

Since October 2013 Arnold Tukker has been Professor of Industrial Ecology and Director of the Institute of Environmental Sciences (CML) at Leiden University for 70% of his time. Until then he was Business line manager Societal Innovation and Economy at TNO, a large not for profit research organization in the Netherlands, where he retains a 30% position as senior researcher. Arnold set up prominent EU projects in the field of sustainable product design (SusProNet) and sustainable consumption and production (SCORE!) and was core member of the 10 Million Euro Dutch Knowledge Network on Sustainable System Innovations. He co-ordinates a string of major programs of some 15 million Euro with some 20 key European research institutes in the field of resource-efficiency, a.o. constructing the world's most ambitious and detailed global energy/resource/economic input-output databases and models (EXIOBASE).