

Creditinfo Academy Webinar Speaker

Date: Thursday, 9th October 2014

Time: 15h00 Central European Summer Time (CEST)

Location: Webex

Topic: Product Development - Doing the right thing the right way.

Speaker: Brynja Baldursdóttir, Director of Sales, Marketing and Product Development



Brynja is the Director of Sales, Marketing and Product Development at Creditinfo Iceland h.f. Her current responsibilities include scaling and adapting the sales team to meet changing customer needs and spearheading innovative sales and marketing approaches to open up new channels and enhance customer relationships. In addition, Brynja leads and directs product selection and development.

Prior to joining Creditinfo in August 2013, Brynja held executive management roles of progressive responsibility during her 8 years with Iceland Telecom, as Director of Residential Sales, Director of Online Services, and for her first year with the company, as the Team Leader for Web Development (IT). Initially, her career began at Oz Communications as Configuration Manager.

Brynja brings extensive experience in leadership and management skills coupled with product development improvement skills which help her pursue her key focus of putting the customers at the heart of Creditinfo Iceland and transforming the business through innovation.

Additionally, Brynja holds a B.Sc. Industrial Engineering from the University of Iceland and an M.Sc. Operations Research from the Georgia Institute of Technology.

Outside of work, Brynja has a love of good food and good wine, preferably sharing these with family and/or good friends, as well as having an active passion for taking long runs.

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