

Jacob Johansen

International Business Facilitator

Keynote speaker, lecturer and columnist



Jacob Johansen is probably one of the Danes who has the most in-depth knowledge and experience with China's fusion of physical and digital business. He is a leading international expert on the concept of New Retail and uses insights and experiences from Chinese businesses in his work with Danish companies.

Jacob Johansen facilitates transformation of innovation for companies across the globe. He is based in Shanghai and Copenhagen where he advises and leads ambitious innovation of business formats. Over the last four years Jacob has been involved in the global transformation of IKEA and helped them change from being a traditional retailer and production company to a modern, interactive company that engages its users.

In the upcoming weeks, Jacob Johansen will publish a book called "The Radical User Centricity Manifesto" which presents the principles of outside-in perspective and user focus rather than customer focus on which his advices are based upon.