

Gudjon Mar Gudjonsson - Chief Executive Officer

A recognised expert in the software, communications and Internet industries and an Industria founding partner, CEO Gudjon Mar Gudjonsson has played a major role in shaping the company into a fast-growing solutions provider that designs, develops and implements broadband infrastructure for delivering digital consumer services.

As well as managing the company's rapid and successful growth from the outset, Gudjonsson has also driven the research, development and design of several leading-edge technologies, with granted and pending patents. He has served as a consultant on a variety of projects for the Icelandic government, and was responsible for designing a future vision for the country's Ministry of Communications in 1998.

An innovator and serial entrepreneur, Gudjonsson's recent ventures have included Homeportal/Extrada, a software company connecting consumers to digital services in the home, which he founded in 2000. He was also a co-founder of mobile application company Maskina, recently acquired by Norwegian mobile platform provider Viva Technologies.

Prior to that, he founded Islandssimi (now Vodafone), the first competitor to Iceland's state-controlled telecoms monopoly, which is now part of the Vodafone network and the country's second-largest telecommunications operator, and while still a teenager in 1991, had already established his first international software company, OZ Communications.