



**Inspiring Culture Strategist
CEO and Founder of Corporate Spring**

With 25 years of experience working with leadership and corporate cultures, from small start-ups to big companies of 70.000 employees, Annicken R. Day helps corporations around the world develop unique cultures that make their teams perform at their best.

As Chief Cultural Officer in TANDBERG and Culture Evangelist in Cisco, digitalization, innovation cultures and constant changes have been her playground. World class innovation, Best Places to Work awards, extraordinary growth and outstanding business results were some of the outcomes.

When TANDBERG was acquired by Cisco, she was heavily involved in the integration of the two companies from a people, culture and leadership side. She launched an initiative called "United Tribes of Cisco" to enhance collaboration amongst newly merged teams, demonstrated how "positive corporate rebels" can make a difference in big corporations and trained leaders and teams in how to "hack" their cultures in order to achieve dynamic, engaged, high performing teams.

Since she founded Corporate Spring in 2012, Annicken and her team have trained thousands of leaders around the world in how to unleash their business potential in the digital age, through leadership, teams and culture. She serves as an advisor for a number of executive leadership teams and have, together with her team, recently launched an online leadership program "Making culture a strategy for growth" as the first offering of Corporate Spring's digital solutions strategy.

Annicken R. Day is an engaging speaker and storyteller who draws on her professional experience combined with the latest studies within management theory, positive psychology and neuroscience. The audience will walk away feeling energized, empowered and inspired for positive change – and with concrete ideas and tools for how to make them happen.

Topics (Selection):

- New World of Work
- The Human Side of Digitalization
- CorporateCulture
- Culture Hacking
- Cross-cultural Communication
- Learning Culture
- Collaboration
- Happy workplaces