

E.Magnús Kristinsson

Chief Executive Officer



E.Magnús Kristinsson is a well-known industry leader with a proven track record for driving business strategy and growth and a reputation for leading successful teams across multiple regions. He brings a visionary ethos and entrepreneurial energy to atNorth as the company continues to scale aggressively across the Nordic region to meet rapidly evolving technology demands and customer needs.

Magnús serves as the Chief Executive Officer for atNorth, bringing over 20 years of executive experience and a proven track record working across IT, data center, sales, and business management. He has been the CEO of atNorth since 2018 and has been instrumental in leading atNorth's business growth and strategic vision. He is regularly quoted as a leading figure in the data center industry and across the business, IT, and sustainability sectors.

Magnús has built an impressive career in the information technology and services industry. During his leadership at atNorth, he has strategically positioned the company for success by identifying key growth areas and expanding its solutions portfolio across the Nordics, effectively responding to customer demands and the market's ever-evolving need for rapid innovation.

Accolades

With an entrepreneurial spirit and hunger for winning, Magnus is passionate about leading teams and getting people on board to achieve the best possible results. An award-winning and inspirational leader, he has been widely

acknowledged for his accomplishments within the industry. He also spent years serving as chairman of the board of Data Centers Iceland.

Previous roles

Magnús is an experienced Chief Executive Officer with a proven track record in IT strategy, data center services, pre-sales, business intelligence, and risk management. He began his career in IT services before becoming Vodafone Iceland's Head of Service, a role he held for five years. He then transitioned to IT services company Advania, where he successfully led the acquisition of Thor Datacenter in 2011. Magnús spent nearly eight years as Advania's Managing Director of Managed Services before taking the helm at atNorth in 2018.

A trained engineer, he points to this background for his successes in the data center industry. His experience and expertise in working with complex models and systems, alongside his ability to critically analyze multifaceted problems and find the most advantageous solutions, have shaped not only his approach to business strategy, vision, and operations but also his collaborative and transparent leadership style.

Education

Magnús has a strong foundation in business development and engineering studies and holds a B.Sc. in Mechanical Engineering from the University of Iceland and a M.Sc. in Industrial Engineering from the Technical University of Denmark.

Based between Copenhagen and Reykjavik, where he lives with his family, Magnús is a keen sportsman who values the importance of a balanced life. He spent years as a football referee in the Icelandic top division and has also officiated in the Finnish, Danish, and Norwegian leagues. Outside of atNorth, he enjoys running and participates in the Copenhagen half-marathon every year. A passionate fly fisherman, Magnús embraces the tranquility of nature, and as an avid skier, he enjoys hitting the slopes whenever he can.

atNorth.com/about/team

