

Anders Fryxell

Chief Sales Officer



Anders Fryxell is a visionary leader with an extensive background in strategic business development, commercial sales management, leadership and employee engagement. An industry veteran and real team player, Anders brings an analytical mindset and passionate energy for leading customer-centric, results-driven business success.

As the Chief Sales Officer, Anders is responsible for atNorth's sales strategy across all its markets. A business minded, entrepreneurial leader, Anders is an expert in creating compelling vision and execution across the whole of an organization and is specifically focused on driving new revenue opportunities, nurturing existing customer relationships, and overseeing innovative sales strategies to meet atNorth's business growth objectives.

Anders joined atNorth in 2023 having spent much of his career in extended leadership, C-level, and senior executive positions with globally leading companies including Azets Insight AB, EcoDataCenter, Steria and Visma. He is widely quoted as a thought leader across the industry on topics from sustainable data center solutions to the future of high-performance computing. Anders believes in trust and transparency as the building block for establishing successful business relationships and is committed to driving atNorth's sales strategy, ensuring this directly aligns with the business' overarching goals.

Accolades

Anders was a board member for three companies within Azets Holding AB. While at Azets, he was responsible for closing several break-through, large Nordic BPO deals. In addition, Anders helped successfully build Steria Sweden's Managed Services with a revenue growth exceeding 25 percent per annum. He was one of 20 selected out of 10,000 employees to Steria's high potential 'Driving for Excellence' program. Throughout his career, Anders has been entrusted with the strategic business development, profit and loss, revenue growth and service delivery for some of the wider IT industry's most successful companies. He has a track record of managing high revenue growth year on year to consistently meet and exceed sales targets, delivering profitability and stable company financial health for organizations.

Previous roles

Anders started his career in client services at EDS (Hewlett Packard), where he spent five years before joining Steria for nine years in managed services, sales, and CEO roles. Prior to atNorth, he also gained extensive experience in SaaS delivery, AI, RPA and machine learning at Azets, where he led the transformation to a customer-focused professional services organization with engaged employees and a forward-thinking, transparent business culture. This ultimately paved the way to the data center industry where Anders has spent many years in strategic sales development at EcoDataCenter.

Education

Anders holds a Master of Science Degree in Business Administration & Economics from Umeå University in Sweden. In addition to this, he studied Economics and EU-law at Regensburg University in Germany.

Anders is based in Stockholm where he lives with his wife and their dog. They have two grown children. Anders has a love of the outdoors and in his spare time, enjoys endurance sports such as cross-country skiing, skating, and trail running, as well as water sports including sailing and kayaking.

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