

## Andres Laya

Stockholm, Sweden  
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Extensive experience combining industrial marketing and management skills with a technology grounding in ICT. Critical thinker with a holistic approach to handling the complexity of digitalization. Purpose-oriented when it comes to innovation, I am passionate about solutions shaping a sustainable world and driven by new challenges and growth opportunities.

## Work Experience

2021 - Present Ericsson | Strategic Marketing Director for AI

Leading the cross-company, strategic narrative for AI. Driving the internal definition and adoption of a value-based strategy around AI across the company. Restructure of the AI webpage resulted in a rise to positions 1 and 2 of search engine results for the target keywords.

2019 - 2021 Ericsson | Consumer and Industry Lab Senior Researcher

Gathered and analyzed insights from global surveys to articulate external narratives on consumer sentiments and technology expectations. Blog publication with 11.5k page views since Jan 2021. Project manager and spokesperson in events and C-Suite customer engagements.

2017 - 2019 Ericsson | Experienced Researcher

Defined approaches to technology development and business strategies for value-creating solutions in automotive and manufacturing. International delegate and rapporteur on business model activities which resulted in positive EU Council policy reviews. Two granted patents on mobile communications.

2014 - 2017 KTH Royal Institute of Technology | Doctoral Student

Researched and reported on the implications of mobile communication and digital technologies in different industries using mixed qualitative and quantitative methods. Analysed public-private business ecosystems and service development opportunities. Over 1k citations on doctoral research publications.

2012 - 2014 Wireless@KTH | Research Engineer

Reviewed state-of-the-art solutions and business challenges for IoT and connected devices.

2010 - 2012 BarcelonaTECH | Researcher in Training

Designed and implemented the integration of communications technologies in railway detection systems with off-the-shelf wireless modules. Showcased the possibility of halving connectivity deployment costs compared to fiber deployment along train tracks.

2008 - 2009 Sener Ingeniería y Sistemas | Consulting Intern

Implemented PoC of management protocols and wireless networks to monitor detection systems for the Spanish Railway Administration.

## Traits

Critical Thinker Pragmatic Solver Team Oriented

Multi-disciplinary Growth Mindset Purpose Driven

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## Education

2017 KTH Royal Institute of Technology | Doctor of Philosophy - PhD

An interdisciplinary thesis on The Internet of Things in Health, Social Care, and Wellbeing.

2009 Universitat Politècnica de Catalunya | Master of Science

Information and Communication Technologies.

## Relevant Publications

Augmenting the daily commute. Ericsson report. [🔗](#)

How C-V2X technology completely changes the cost equation for road operators. 5GAA white paper. [🔗](#)

Shared Mobility: Why 'they' should all be sharing their cars. Ericsson blog. [🔗](#)

Is this the end of the consumer car? Ericsson blog. [🔗](#)

The future of commuting? The key is connectivity. Ericsson blog. [🔗](#)

Network-Centric Business Models for Health, Social Care and Wellbeing Solutions in the Internet of Things. Scandinavian Journal of Management. [🔗](#)

Academic publications on Google Scholar. [🔗](#)

## Seminars and Events

Dec. 2020. Speaker at the Financial Times Future of the Car Summit.

Feb. 2019. Panelist at the European Commission stakeholder workshop on the 5G strategic deployment agreement for connected mobility.

2013 - 2016. Speaker at the TeliaSonera Business Competence Development Program on "Networked Society, MTC, M2M and IoT".

## Professional Development

2021. AI for Everyone | DeepLearning.AI [🔗](#)

2018. Design Strategy: Design thinking | University of Sydney [🔗](#)

2018. Maximizing Strategic Impact | Inst. for Personal Leadership [🔗](#)

2016. Innovating in Health Care | Harvard University [🔗](#)

## Prior Skills

C++ Python Bash C Assembler Adobe Illustrator  
Adobe Photoshop HTML5/CSS3  
NS-3 Simulator Matlab .NET framework Eclipse

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## Projects

### 2018 Ericsson | 5GCAR

Led Ericsson in the business modeling working group to map the evolution of potential services for connected vehicles. Close collaboration with Volvo, PSA Group Orange, Nokia, and Huawei to understand the business ecosystem evolution when the automotive and telecom sector innovate in the transport and mobility area.

### 2014 - 2017 Wireless@KTH | Projects on Wearable Technology

Articulated challenges, benefits, and alternative go-to-market strategies for joint ventures between small innovative companies, established enterprises, and public entities in social care and wellbeing. The key objective was to understand the role of connected devices as a possible catalyst for new services in the area. Funded by KTH and VINNOVA.

### 2014 KTH | M2MRISE

Foresight research and documentation on IoT. The project had the goal of developing a framework to enable services based on M2M and IoT, considering overall system, service, and business model aspects. Funded by EIT ICT Labs and formed by KTH, Ericsson, Orange, Nokia, and Aalto University.

### 2012 - 2013 KTH | M2M Research Gap Study

A comprehensive state-of-the-art review of M2M solutions, protocols, and algorithms. It included a techno-economic feasibility study, and business models review. KTH and Ericsson.

### 2010 - 2011 BarcelonaTECH | AVECOM: Design and Validation of a Wireless Communication Platform

Implemented a standard protocol for “train-to-ground” and “ground-to-control stations” communications to improve monitoring and control systems in a high-speed railway environment. Integration of detection systems placed in a track zone with wireless modules in the 2.4GHz band; along with the design and implementation of the system responsible for collecting, transmitting, and presenting the information to control centers. Developed for the Spanish Railway Administration.

### 2009 Sener | Testing of subsystems integration

Executed testing tasks on site on the first driverless metro Line in Spain and the longest in Europe with these features (Line 9 Barcelona).

## Personal Interests

Woodworking

Gardening

Illustration

Food & Drinks