

MARTIN GUNNARSSON, DIRECTOR—PRODUCT STRATEGIES & IFS LABS



Martin formulates and communicates future product directions and strategies for IFS Applications in close interaction with regional management, customers, and partners around the world. As director of IFS Labs, he looks beyond today's expectations of enterprise software to showcase concepts today that customers will ask for tomorrow to make their everyday work more productive, efficient, and fun.

A frequent keynote speaker, Martin spends most of his time in the field connecting with customers, partners, and colleagues to share product strategies and inspiration and learn about new business trends and challenges.

Since 2001, Martin has worked for IFS Corporate and has held management positions in areas such as presales, marketing, and product and industry directions. He also has international experience from working in Germany and Japan. Martin was also deeply involved in IFS's two latest product acquisitions; 360 Scheduling and Metrix.

When not working, Martin is a family man with three children. He enjoys hitting the roads or dirt tracks on his road bike or mountain bike. Occasionally, he also belts out some riffs on his Stratocaster. Martin has a Master's degree in Economics and Marketing.

About IFS

IFS™ is a globally recognized leader in developing and delivering business software for enterprise resource planning (ERP), enterprise asset management (EAM) and enterprise service management (ESM). IFS brings customers in targeted sectors closer to their business, helps them be more agile and enables them to profit from change. IFS is a public company (XSTO: IFS) founded in 1983 and currently has over 2,700 employees. IFS supports more than 2,400 customers worldwide from its network of local offices and through a growing ecosystem of partners. For more information visit: www.ifsworld.com.

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