

Nowadays, digitalisation has become one of the top concerns for banks. As a leading example of services digitalisation, SpareBank 1 shows up in the Norwegian banking scenario as an important case study. For that reason, IFB invited Baard Slaattelid, the Executive Vice President for Banking as a Service, and Øystein Bortne, Head of Market Research, to talk about the SpareBank 1 experience in this field.

*Join this Conference and make sure you will be a step ahead on Banking Digitalisation.*

## CONFERENCE

# DIGITALISATION IN BANKING

## NORWAY'S SPAREBANK 1 EXPERIENCE

SAVE THE DATE

27  
JUNE 2018  
9:00 AM – 12:30 PM



### INFORMAÇÕES

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ADVANCED TRAINING

#### TRAINERS

Baard Slaattelid / Øystein Bortne

#### TARGET GROUP

Top management and Mid management. IT, Retail, Digital Channels, Product Development, Lending, Risk, Strategy, Marketing, Sales, Branch Network, Social Media, SME, Asset/Wealth Management, Back Office, Innovation.

#### LOCATION

Hotel D. Pedro (Amoreiras)

#### COURSE FEE

APB member: 250€  
Others: 275€



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**TOPICS**

- How did Banks lead the process of Digital Transformation within their organizations.
- Digitalisation in Norwegian Banking Systems, over the last 20 years.
- How customers have viewed and adopted these digital changes.
- Digital Changes in the Norwegian Banking Market.



**BAARD SLAATTELID**

Is the Executive Vice President for Banking as a Service at SpareBank 1, Norway's second largest banking group. He leads the group's initiatives in creating new business opportunities together with third parties.

Baard has been with SpareBank 1 since 2009 and has held several key roles during what has been a journey of great change for the group. He was Head of Online and Mobile banking, working to influence how customers use their bank on a daily basis, on their smartphones and on wearable devices. He was also Chief Product Officer at mCASH, the mobile payments solution that SpareBank 1 acquired from the Norwegian FinTech company mCASH AS (now Auka AS), which later merged with Norwegian market leader Vipps in a joint venture between 106 Norwegian banks.

Baard's approach to digitalisation in banking centers around creating simple, usable solutions that create value for both the customer and the bank.



ADVANCED TRAINING

**ØYSTEIN BORTNE**

Is Head of Market Research in SpareBank 1, Norway's second largest banking group. Øystein has been with SpareBank 1 since 2007, and has held the current position since 2010. Øystein has broad perspective on market research, focusing on quantitative methodology and survey-based techniques, but also on developing qualitative techniques in order to enhance the understanding of consumer behavior in a market in rapid change, such as banking. Over the years he has given hundreds of presentations within SpareBank 1 about the current trends in the market and on SpareBank 1's position. He is also an advisor on market strategy and positioning, and since 2010 Øystein has been a permanent member of the Market Strategy Council in SpareBank 1.

