John Viklund

CX AI Lead · Applied-AI builder · Product leader

Gothenburg, Sweden · Open to Europe and United States opportunities

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PROFILE

CX AI Lead at Volvo Cars and applied-AI product leader with roughly 25 years across enterprise software, product management, AI entrepreneurship, consulting, Customer Experience, and transformation. Former Co-founder, CEO, and Head of Product of a Chalmers Ventures-backed predictive-AI startup. Strongest as a builder-leader who combines enterprise-scale direction with hands-on agent, prompt, context, tool, evaluation, and workflow engineering.

EXPERIENCE

Volvo Cars — CX AI Lead

April 2026–present · Gothenburg, Sweden

- Leads AI strategy across Volvo Cars Customer Experience, from opportunity discovery and roadmaps to responsible-AI governance and build-versus-buy decisions.
- Owns CX Intelligence, the principal initiative, end to end, spanning product vision, data and solution architecture, proof-of-concept development, stakeholder alignment, legal considerations, and market enablement.
- Builds a shared customer-data foundation and AI-enriched topic taxonomy so markets, Commercial, Quality, and R&D can understand customer pain points through a common language and connect insight to action.
- The working proof of concept classifies Customer Care interactions into a governed topic catalog and scores customer friction; Microsoft Foundry agents analyze sentiment, self-service coverage, and related social conversations, then synthesize findings and recommend actions. It is moving into beta, not production.
- Co-initiated and facilitates a cross-functional AI learning community that helps commercial teams share work, document learning, identify overlaps, and avoid building in silos.

Volvo Cars — Digital, Customer Care, CRM, and AI leadership

November 2017–March 2026 · Sweden and United States

Americas CRM transformation

- Led the cross-functional bridge between Volvo Cars' U.S. and Swedish digital and process organizations for the move from a long-standing bespoke Oracle CRM to Salesforce.
- Mapped current and future processes, represented global process owners in day-to-day decisions, transferred knowledge of Volvo's Salesforce customizations, shaped training content, and supported go-live and hypercare.
- Delivered an on-schedule launch without major operational disruption, onboarding approximately 40–50 agents in an operation handling roughly 300,000–500,000 cases annually; smaller launch issues were resolved during the first two weeks.

Global Customer Care platforms and processes

- As part of Volvo Cars' central global process team, helped improve Customer Care processes, procedures, and Salesforce Service Cloud capabilities used by more than 500 agents across over 20 markets, with some hands-on experience of Five9 contact-center telephony in support operations.
- Partnered with regional hubs responsible for local QA, training, and onboarding while driving global consistency across an ecosystem handling approximately three million customer interactions annually.
- Contributed to the broader Customer Care transformation during a period when global five-out-of-five top-box CSAT improved from approximately 78% to 85%; this was a shared organizational outcome.
- Helped build a retailer case-management portal connecting central Customer Care and National Sales Companies with hundreds of retailers across roughly ten European markets.

Care by Volvo — Head of Fleet Services

- Initially managed more than ten process owners defining the subscription-vehicle lifecycle across ordering, delivery, service, roadside assistance, damage repair, and return.
- Continued supporting Care by Volvo across successive roles, contributing to every EMEA market launch—approximately 15 markets—through process development and enablement for National Sales Companies and retailers.
- Led a secure Salesforce-based retailer collaboration capability that began with Care by Volvo and expanded into a standard tool for broader Customer Care and National Sales Company operations.

Organizer — Business Owner

- Packaged Volvo's in-house workshop-planning system for broader use across the global retail network, coordinating service demand with technicians, specialist tools, lifts, and workshop capacity.

Tajitsu Industries — Co-founder, CEO, and Head of Product

August 2014–October 2017 · Gothenburg, Sweden

- Co-founded the company around earlier work showing how neural networks could identify responsible-gambling signals, then broadened it into predictive customer intelligence.
- Built predictive customer-intelligence products with neural networks in the pre-LLM era, serving clients across land-based casinos, online gaming, and e-commerce.
- Led product strategy, customer discovery, commercialization, partnerships, and international customer work across Europe, Las Vegas, Macau, and South Africa.
- Became CEO to lead a market pivot, then negotiated a strategic exit involving the transfer of the company's IP and the transition of employees.

Axient — Customer Experience Manager

September 2012–May 2014 · Sydney, Australia

- Helped an OpenText and StreamServe partner expand from technical implementation into Customer Experience and management consulting, working with banking and utility clients including Commonwealth Bank and ANZ.
- Served as enterprise architect for an SAP and StreamServe communications platform for the Australian Department of Human Services, translating business needs into the target platform architecture.

Saltside Technologies — Lead Product Manager

January 2012–July 2012 · Gothenburg, Sweden

Product management in a Kinnevik-backed startup adapting a proven Nordic online-classified marketplace model for emerging markets.

StreamServe / OpenText — Product and technical roles

March 2001–December 2011 · Gothenburg and Boston

Product Manager to Senior Product Manager

- Led a strategic customer-communications product that gave business users web-based control of reusable content and personalization rules for high-volume letters and invoices.
- Owned the product lifecycle across engineering, legal, sales enablement, analyst relations, customer presentations, and client roundtables.
- Continued as senior product manager after OpenText's acquisition, helping customers and internal teams adopt the acquired StreamServe platform.

Professional services and technical specialist

- Delivered enterprise implementations across Europe and during a two-year Boston assignment, combining solution architecture, pre-sales, and hands-on development in Java, C++, and early web technologies.
- Built a Java routing application for IKEA's multilingual product-label system, deployed across more than 50 countries.
- Contributed StreamServe integrations to major IBM and Coca-Cola programs, including distributed print workflows and ERP-driven route-document generation.

CAPABILITIES

Applied AI, LLM applications, AI agents, conversational AI, prompt and context engineering · Agent harnesses, tool integration, retrieval, structured outputs, evaluations, and human-in-the-loop systems · AI product strategy, enterprise adoption, governance, responsible AI, and build-versus-buy decisions · Product strategy and management, Customer Experience, CRM, service design, and global transformation · Hands-on project work across Python, JavaScript, SQL, QML, and shell, with Snowflake, Microsoft Foundry, React, and Cloudflare Workers

EDUCATION

Gothenburg Technical Institute (Göteborgs Tekniska Institut) — two-year Engineering Diploma (ingenjörsexamen) in Computer Technology and IT Electronics.

Strativity Group, New York, 2013 — Customer Experience Management certification program.

LANGUAGES AND LOCATION

Native Swedish and fluent professional English. Based near Gothenburg, Sweden. Open to relocation, travel, remote, and hybrid roles in Europe or the United States. Previously worked in the United States on an employer-sponsored L-1B intracompany transferee visa; future authorization would depend on employer and role.

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