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## Jesper Börjesson's new job: Head of Learning at Rejlers

**TV journalist Jesper Börjesson starts at the technology consulting company Rejlers as Head of Learning. The goal is to be involved in realizing the company's new vision, Home of the Learning Minds. Jesper Börjesson will start his new job in February 2020.**

- Rejlers launched a new strategy and vision in 2019: to become Home of the Learning Minds. This means that Rejlers will become the most learning company in the industry. Rejlers has been looking for the right program manager for this transformation. We are very pleased with the recruitment of Jesper, who is one of Sweden's sharpest storytellers, says Viktor Svensson, CEO of Rejlers.

Jesper Börjesson currently works at TV4 where he has hosted "Nyhetsmorgon" in recent years, one of Sweden's most popular TV shows with several hundred thousand viewers every morning.

He has also been a news anchor at "Nyheterna", host of the broadcasts from the Polar Music Prize and TV4's programme about the royal family, and has made a high-profile documentary about Ingvar Kamprad, Sweden's foremost entrepreneur of all time. Jesper Börjesson joined TV4 in 1995.

Jesper Börjesson will lead the initiative "Rejlers Play", one of several initiatives to strengthen Rejler's dissemination of knowledge internally and externally. It will be an important activation to achieve Rejler's new vision. The internal audience consists of 2,400 employees in 70 offices in four countries. In addition, the core target group consists of Rejler's clients as well as technical colleges and universities.

- I want to be part of building tomorrow's society and Rejlers felt like the natural choice. I have got a very positive picture of Rejler's culture, leadership and the new vision. I believe that my experience and curiosity will be able to contribute to Rejler's next step, says Jesper Börjesson.

Video has grown rapidly in recent years, and has become one of the most important communication channels of business and society. With Jesper Börjesson and Rejlers Play, the goal is set high for Rejler's future video communication.

The trend of spreading and developing knowledge with video is very strong, also from an international perspective. The Workplace Learning Report 2019 from LinkedIn Learning shows that 59 percent of companies surveyed plan to invest more in digital education solutions, including video.

Learning is also hot on popular platforms like YouTube. More than half of people using YouTube are already looking at instructional videos and on course material, according to the report Internet and the Swedes 2019. Rejler's assessment is that this will continue to grow with Generation Z's continued entry into the labour market.

### **For further information, please contact:**

Malin Sparf Rydberg, Director of Communications, +46 (0)70 477 17 00, [malin.rydberg@rejlers.se](mailto:malin.rydberg@rejlers.se)

### **About Rejlers**

*Rejlers is one of the leading engineering consultancy firms in the Nordic region. With our vision "Home of the learning minds" as a beacon, we create a platform for continuous learning, development and growth. Increased learning that creates added value for both customers and employees. We have nearly 2.400 dedicated experts with cutting-edge expertise in technology areas such as energy, industry, infrastructure, real estate and telecom. We are close to our customers and are represented in Sweden, Finland, Norway and the United Arab Emirates. In 2018, the company had a turnover of 2.4 billion SEK and its class B share is listed on Nasdaq Stockholm.*

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