



Martin Kristensson

Head of Product Definition & Partnerships

Martin Kristensson is responsible for the strategy and business regarding all software in Volvo cars. Martin and his team provides a customer and business perspective to the software development, while also making sure that the long-term strategy and planning around software is in place.

He sees a future for cars similar to where smartphones are today: at its best a few years down the line, when it has been moulded to fit the customer's personal needs. With hardware and performance becoming less prioritised by customers, software can provide an edge. A more software-based production means that more focus can be places on creating services and value for cars that are already out on the market.