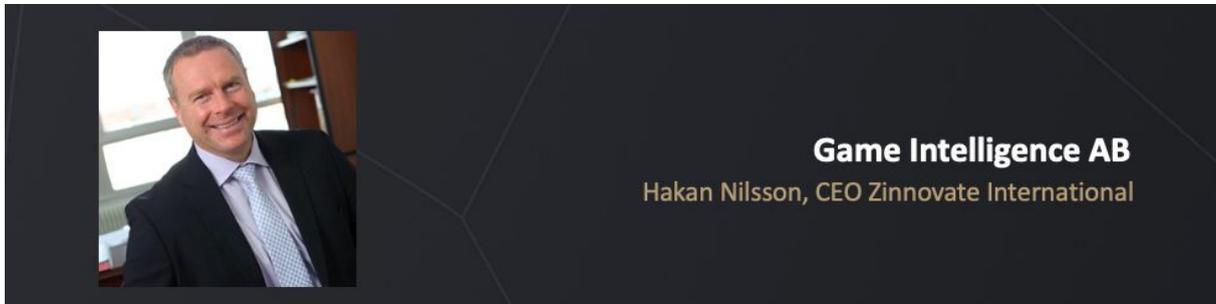


Håkan Nilsson joins the Executive Board of Game Intelligence AB

As of immediate effect Håkan Nilsson, CEO and Founder of IT logistics company Zinnovate International, will be functioning as a Senior Advisor to and Member of the Board of Game Intelligence AB. At the same time, his company Zinnovate International will enter the Game Intelligence Partner Program.

10.06.2020, 10:00am (GMT +2h) // by Pascal Fischer



STOCKHOLM. Game Intelligence AB is pleased to announce that as from now on, Håkan Nilsson, CEO and Founder of IT logistics company Zinnovate International, joins the Board of Game Intelligence (GI) as a Senior Advisor while his company Zinnovate International will enter GI's partner program in piloting GI's cognitive assessment testing and services – Game Analysis. Being a young and fast accelerating digital company in Sweden, GI is very excited to welcome such an experienced, well-known and knowledgeable expert with a broad network on board. Håkan will be a valuable contribution in lifting Game Intelligence to a whole new level.

During more than 30 years' experience in the global forwarding and freight industry, including positions as CIO at TNT Freight Management and Geodis Wilson, Håkan has built a far-reaching expert knowledge and experience in relation to data, IT systems and services, digital innovation and disrupting business models, making him an extraordinary fit and complement to the board of Game Intelligence. In his former positions, Håkan always payed foremost attention to customer satisfaction and orientation while not losing his focus to maximize shareholder value perfectly matching GI's values. His certifications and awards confirm the industry-leading performance and experience, e.g. Best European CEO in the IT Management Logistics Industry 2017 or CIO of the year in 2008.

“30 years of leading global teams taught me that people decisions are by far the most important ones you ever make. Therefore, I'm super thrilled to partner up with Game Intelligence on a digital journey to help companies move from bias-based to evidence-based people selection and development.”

- Håkan Nilsson, CEO Zinnovate International

Zinnovate International to join GI Partner Program

In 2013, Håkan established Zinnovate International with a definitive goal in mind: to help large-scale logistic firms realize the full value of their IT investments. Now, Game Intelligence is honored to welcome the company to its Partner Program. The Stockholm-based firm stands out from its peers for its bespoke IT service offerings, which combine efficient business processes with the very latest technological products. Moreover, the company enjoys a global reach through its network of international partners – an added bonus for clients, as the company always stays abreast of the latest technological innovations.

“Håkan Nilsson is a world-recognised leader dedicated to improving the IT capabilities of businesses in the supply chain. His knowledge of IT and experience in the industry is second to none and we’re delighted to have him in the Board and welcome Zinnovate to our partner program.”

- Ander Norén, CEO Game Intelligence AB

Håkan’s and thus Zinnovate’s vision, pragmatic approaches and success moving forward builds upon three underlying pillars: transformation technology, processes and people. While he has proven to be successful in delivering solution for all of these, GI will help Zinnovate in the future through the assessment of executive capacity and abilities in form of cognitive testing to especially excel in the people dimension.

Zinnovate realizing the need and signing up for the Game Intelligence Partner Program to apply GI’s services in the logistics industry with millions of employees is a great confirmation of GI’s existing, attractive value proposition and offering towards companies, employers and people operating on global scales.

If you or your company is also interested in becoming part of the Game Intelligence Partner Program, send us an email via the [contact form](#) on our website.

For additional information and your personal, team’s or organization’s assessment, make sure to [sign up for our cognitive test](#) as well to learn first about our app release.

---STAY TUNED---