

THOMAS HAAVE ASKELAND

askeland.thomas@gmail.com | Oslo, Norway | Norwegian (native), English (fluent)

EXECUTIVE SUMMARY

Senior finance executive with 19+ years of experience spanning strategy consulting (Deloitte), corporate banking (Danske Bank), and C-suite leadership in multinational industrials (Elopak) and global technology (Microsoft). Led Elopak's NOK 7.3 billion IPO, executed cross-border M&A across MENA, Russia and sub-Saharan Africa, and built an extensive Nordic CFO network through 50+ executive engagements at Microsoft. Deep expertise in M&A execution, capital markets, investor relations, and AI-enabled finance transformation.

Combines hands-on transaction leadership, deep technology sector knowledge, and established C-suite relationships across Norwegian and Nordic enterprises.

KEY CREDENTIALS

- IPO project lead: Elopak's Oslo Stock Exchange listing (NOK 7.3bn market cap, June 2021) — full-cycle from preparation to investor roadshow
- Cross-border M&A: acquisition of Naturepak in MENA (EV ~USD 100m), divestment of Russian subsidiary under sanctions, and JV transactions in Saudi Arabia, India and Kenya
- Established relationships with 50+ Nordic enterprise CFOs through Microsoft's executive engagement programme, spanning technology, industrial and financial services sectors
- EMEA Frontier Finance lead at Microsoft — driving AI-enabled finance transformation and conducting executive engagements with 50+ Nordic CFOs and their finance teams
- Nordics CFO at Microsoft leading a multi-country finance organisation across Norway, Sweden and Finland
- Authorised Financial Analyst (AFA/CFA equivalent) and Executive MBA in Applied Finance from NHH — Norway's premier business school

PROFESSIONAL EXPERIENCE

Nordics CFO | Microsoft Nov 2022 – Present

- EMEA Frontier Finance lead: spearhead the development of AI-enabled finance capabilities, delivering executive transformation workshops to 50+ Nordic enterprise CFOs and their finance leadership teams
- Built extensive C-suite relationships across Norwegian and Nordic technology, industrial and financial services companies through structured customer engagement programme
- Lead the Nordics finance organisation (~20 professionals) across Norway, Sweden and Finland, covering business controlling, compliance, statutory reporting and tax
- Member of the Norwegian leadership team; executive sponsor for cybersecurity initiatives at Microsoft Norway

Director, Strategy & Investor Relations | Elopak ASA Jun 2021 – Oct 2022

Elopak: Oslo-listed packaging company, ~2,700 employees, annual revenue ~EUR 900 million

- Project lead for Elopak's IPO on the Oslo Stock Exchange (June 2021, NOK 7.3bn market cap) — coordinated six external advisor workstreams, managed due diligence, prepared prospectus and led the international investor roadshow
- M&A project lead for the cross-border acquisition of Naturepak in Saudi Arabia and Morocco (EV ~USD 100m) — led valuation, negotiation, deal structuring and post-acquisition integration planning across two jurisdictions
- Led divestment of Russian subsidiary under sanctions pressure following the 2022 invasion of Ukraine, managing complex cross-border exit under compressed timeline
- Established and led Elopak's investor relations function post-IPO, including quarterly reporting, capital markets days and institutional investor engagement
- Responsible for treasury, financing, strategy execution, business planning and risk management at Group level

Director, Strategy Office | Elopak Jan 2020 – Jun 2021

- Led setup of Joint Venture in Kenya with major sub-Saharan African packaging player
- M&A project lead for sale of JV ownership in MENA region (Saudi Arabia)
- Responsible for treasury, financing, strategy execution and risk management at Group level

Director, Corporate Treasury | Elopak Oct 2014 – Dec 2019

- Head of corporate treasury and financing with global responsibility for cash management, capital structure, FX/commodity risk management, insurance and hedge accounting
- Led SAP Finance/Treasury implementation as workstream lead; restructured Elopak Group's global banking setup and executed Group refinancing

- Board member of Elopak Obeikan JV (Saudi Arabia) and Elopak Fastiv (Ukraine)
- Led business development project for Elopak's expansion into sub-Saharan Africa

Senior Analyst & Relationship Manager | Danske Bank

Aug 2011 – Oct 2014

- Loan Capital Markets: credit analysis, structuring and issuance of leveraged finance and structured loans for PE-backed companies and large corporates
- Relationship manager for PE funds, family offices and offshore/energy clients — originating and executing financing solutions

Consultant | Xrgia AS

Feb 2010 – Jul 2011

- Strategy consulting for Norwegian energy sector clients including Statkraft; operational strategy and quality systems for renewable energy companies (Wind)

Strategy Consultant | Deloitte UK & Norway

Jul 2007 – Jan 2010

- Seconded to the London 2012 Olympic Games Organising Committee (LOCOG) as Commercial Business Manager, reporting to the Commercial Director
- Developed commercial strategy, licensing and retail business models, and supported ticketing operations for the London 2012 Olympics

E D U C A T I O N

Executive MBA in Applied Finance

NHH, 2022

Term paper: valuation analysis of Scatec Solar's acquisition of SN Power and subsequent equity issue

Authorised Financial Analyst (AFA/CFA equivalent)

NHH, 2013–2015

Norwegian CFA-equivalent programme (48 ECTS) — corporate finance, valuation, portfolio management

MSc Economics and Business Administration

NHH, 2002–2007

A D D I T I O N A L

- Royal Norwegian Navy, Executive Officer (XO), 2nd Lieutenant (2001–2002)