Hassan Zouhar

CTO · Digitalisation Lead · Kristiansand, Agder

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PROFILE

Technology leader based in Kristiansand. Sat in group management at PetXL Group with responsibility for technology and e-commerce, led product development at Seaber, and ran production systems for around 15,000 daily users at the City of Oslo. Twenty years from network operations and servers to architecture, product and leadership. A background in tech journalism means I can explain it to the people who have to make the decision.

Open to permanent leadership roles, interim engagements and board positions in Agder and Oslo.

EXPERIENCE

Independent Consultant | Zouhar Consulting (ENK) | Kristiansand | 11.2023 – 07.2025

- Digital strategy and AI advisory for industry, property and services.
- From data foundations and process to automation. In that order.

CTO | PetXL Group | Kristiansand / Oslo | 07.2021 – 08.2023

- Member of group management in a group of ~500 employees across 10+ locations; 25 FTE technology function and P&L responsibility for e-commerce.
- Built and led new e-commerce team; grew online revenue **80% YoY** on Magento. eCommerce HQ in Kristiansand.
- Led a full ERP reimplementation (Visma.net) covering POS, warehouse, retail and e-commerce.
- Reorganised internal IT, consolidated vendors (**~35% fewer IT suppliers**) and established an IT-SPOC model.
- Introduced enterprise architecture (Ardoq) and CI/CD; integrated Dyrekassen.no.

CTO / Technical Product Owner | Seaber AS | Kristiansand | 01.2019 – 07.2021

- Seaber is a recreational boating safety platform: digital boat folder, coastal portal and digital rescue services.
- Led a team of ~6 FTE: mobile apps, web app, sea charts, IoT/tracking and SOS with GPS to the Norwegian Rescue Society.
- First private company integrated directly with the Norwegian Rescue Society via SafeTrx, used by rescue services in 12 nations.
- ~20,000 downloads in 2020. Partner dialogue with Redningsselskapet, Telia, Tryg and KNBF.
- Technical lead on three SkatteFUNN projects and Innovation Norway applications.

Partner / Tech Lead | Digitaliseringsfabrikken AS | Kristiansand | 10.2017 – 03.2021

- Led end-to-end modernisation programmes for SMBs and the public sector, from analysis and solution design to implementation.
- Architecture and technology choices in high-complexity projects with legacy integrations.
- Leadership advisor on cloud, data structure and digital security.
- Built a lightweight agile delivery framework tuned for small and mid-sized businesses.
- Gave talks and workshops on digital transformation and technology leadership.

Freelance Journalist | Palehorse Publishing | Oslo | 04.2015 – 12.2018

- Long-form articles on digitalisation, GDPR and emerging technology for TechRadar, digi.no and ITavisen.
- Specialised in explaining complex technology issues to a technical audience.
- Research engagements on how new technology affects operations and business models.

Sales Engineer | Dell | Oslo | 07.2013 – 09.2015

- Led technical design of storage and server solutions for finance and energy clients, including VPS (Norwegian central securities depository): migration, VMware and backup.
- Designed solutions aligned with regulatory requirements and high security standards.
- Link between customer, sales and Dell's technical teams across the Nordics.

Senior Systems Consultant | Keystep AS / Oslo kommune | Oslo | 11.2012 – 07.2013

- Ran production servers (Linux/Windows) for Oslo Felles 2.0, DocuLive and BOKS-SMV, ~15,000 daily users.
- Planned and executed upgrades across city districts and IT.
- Worked with data warehouse and Oracle teams for end-to-end performance.

Senior System Consultant & Partner | ABSnet AS / Centric AS | Agder | 02.2007 – 07.2013

- Led virtualisation and infrastructure consolidation (6:1): **TCO reduced by ~50%**.
- Led migration from on-prem Exchange to Hosted Exchange; designed Hyper-V solutions.
- Developed and launched the Online Backup product, from idea to production.
- Key player in the Centric/ABSnet merger.

Network Analyst | NCR | CEMEA | 02.2005 – 03.2006

- Managed networks (MPLS and others) and servers for Visa-HQ across the CEMEA region.
- Troubleshooting with root-cause analysis, from reactive to proactive operations.

Technical Support | Fujitsu Services | Netherlands | 10.2004 – 02.2005

- User support for Symantec security products within an international EMEA team.
- Documented new and known issues for QA and engineering.

SKILLS

Business: Digital transformation · Change leadership · Business development · Lean Six Sigma · Design Thinking

Technology: Cloud architecture · Data architecture · ERP (Visma.net) · E-commerce (Magento) · Virtualisation (VMware, Hyper-V) · Linux · Windows · Networking

Data & automation: Process automation · Data analytics · Google Data Studio · KPI modelling · Real-time dashboards · AI assessment and implementation

User & process: UX design · Service design · Information architecture · Narrative structure · Technical journalism · Talks & workshops

EDUCATION

- **Noroff** — UX Design, Professional Degree · 2020–2021
- **Coursera** — Google Data Analytics · 2024

CERTIFICATIONS

- Google Data Studio Reporting
- Lean Six Sigma (yellow belt)
- Design Thinking I & II

RECOGNITION

- Regional winner, Gründerhub competition (Seaber)
- Winner — Skaperhelga 2017

PUBLISHED

- ”Treet faller alltid. Spørsmålet er hvor.” (digi.no)
- ”Norske bedrifter tar fortsatt feil avgjørelser om egen IT”