

Per Lagerstrom



CEO & Co-Founder of Mavens and YellowSpot, Per Lagerstrom is a trusted non-exec advisor to senior leaders focused on unlocking potential and on speeding up pace and depth of change. 30 years global experience combining big firm strategy consulting with a deep understanding of the latest science, AI and technology. Per brings clarity to uncertainty, irreverence to convention and energy to hesitancy. His focus is on teams, organizations and leaders that intend to grow and thrive, helping them to find opportunities both in good times & in tough. Born in Sweden and educated in London, Per began his professional career with McKinsey & Company where he spent 15 years, was elected Partner and lead the financial services practice in Africa. During his time with the firm he became passionate about finding better ways to rapidly & enduringly shift outcomes than those offered by conventional consulting and applying these to both executives and the organizations they lead. This led him on a journey of discovery into the science of the human mind and into adaptive systems driven by the power of AI & technology. The result was the ground-breaking and much-reported behavior change methodology that he co-developed & deployed through three SaaS startups; Energos in 2010, Decipher Lab in 2016 & Sinequanon in 2016.

These ventures have left deep footprints and catalyzed profound disruptive change in HR & change consulting. Deeply rooted in his background as a McKinsey partner and in his Founder roles, Per has a relentless drive to deliver big shifts in outcomes in all areas – people, performance, innovation, leaders, organizations & society. He is a fluid problem solver who brings clarity and focus to volatile and ambiguous situations, with demonstrated success in building alliances, movements and leaders' capacity to execute. He has deep pattern recognition across sectors, functions, industries and geographies and a track record in delivering break-out innovation & digital transformation; championing the thinking that these need to be anchored in science, powered by AI and delivered through technology. His clients, based in Europe, Africa & the Americas, range across industries from financial services and mining to FMCG and technology. He holds a Masters degree in Quantitative Modeling from London School of Economics & Political Science. He has an extensive global network of executives & change leaders, many of whom have progressed from being valued clients to dearest friends. Per is also an independent non-executive director and the chairman of the Audit Committees at Rand Merchant Investments Plc & Rand Merchant Holdings, South Africa's pre-eminent financial services group with substantial interests in Discovery, MMI, Outsurance & Sampo (Nordic). He currently lives in Cape Town with his family.