

Axel Forsberg

“Don’t tell people your plans. Show them your results.”



Summary

I work at the intersection of technical leadership and cloud strategy, primarily with large enterprises where technology decisions have real business consequences. My background spans hands-on cloud architecture across AWS, Azure, and GCP, including platform ownership at enterprise scale. Most recently at IKEA, leading the tenant migration of their CORE retail offer spanning 11 retailers, 30 markets, and 30+ connected systems.

I've shipped products used by hundreds of thousands of people across 20+ countries, built infrastructure running at extremely low cost across five markets, and co-developed a Visual Search feature with Google presented at Google I/O 2019. I lead with outcomes. The technology is the means, not the goal.

Skills

Technical Leadership
Stakeholder Management
Roadmap Planning
Agile ways of working

Google Cloud Platform
Amazon Web Services
Web Development
Serverless Architecture

IT Architecture
IaC
Microsoft Azure
TypeScript
Node.js
Machine Learning
JavaScript

Python
PowerShell
C#
Artificial Intelligence
Generative AI
Large Language Models

Prompt Engineering
Retrieval-Augmented Generation
Model Context Protocol
Vector Search

Embeddings
Semantic Search
Vertex AI
Firestore

Experience

AI Engineer · GESHDO Now AB
Big Hero Six (BHS) · INTERNAL

June 2026 - September 2026

Built an AI-powered consultant-to-assignment matching platform. BHS scrapes and ingests job ads from a range of major enterprises, embeds them with Vertex AI, and semantically matches them against GESHDO's consultant CVs using Firestore vector search, with a LLM (Claude) ranking and motivating each match in natural language. Designed the RAG pipeline and an MCP server over Streamable HTTP that exposes the matching engine and CV/company knowledge base to LLM clients, all running serverless on Cloud Run.

Artificial Intelligence
Generative AI
LLM
RAG
Vector Search
Embeddings
Vertex AI

Claude
MCP
Semantic Search
TypeScript
Node.js
Firestore
Cloud Run
GCP

Technical Lead · Inter IKEA Systems

December 2024 - Current

ACE · CONTRACT

Technical leader for the Azure Cloud Excellence (ACE) team, responsible for cost governance, security improvements, and enabling scalable self-service solutions that accelerate delivery for engineering teams across IKEA's Azure estate. Leading the tenant migration of IKEA's CORE retail offer, spanning 11 retailers, 30 markets, and 30+ connected systems, ensuring compliance and operational continuity throughout.

Technical Leadership

Architecture

Azure

Infrastructure

D365

Power Platform

IAM

Platform Owner · Inter IKEA Systems

August 2023 - December 2024

RPIC/EDG · CONTRACT

As Platform Owner for RPIC at IKEA, I owned the vision, roadmap, and delivery of the integration platform that supplies 12 retailers with the business-critical data they need to operate, including product range, pricing, and other core commercial data. By building a standardized, governed framework connecting Inter IKEA source systems with retailers and retailer facing systems, I ensured reliable and scalable data flow that franchisee operations depend on daily.

Technical Leadership

Architecture

Integration Patterns

Azure

Technical Leader · StepStone

August 2022 - June 2023

Emerging Tech · CONTRACT

Technical lead for StepStone's innovation lab, exploring AI, blockchain, and immersive tech (AR/VR) as potential sources of new products, competitive advantage, and cost savings. Acted as technical advisor for a team of engineers through rapid prototyping cycles to validate what was technically feasible and commercially viable, providing the business with concrete go/no-go foundations for emerging technology investments.

Machine Learning

Artificial Intelligence

Augmented Reality

GCP

Cloud Run

Firestore

Node.js

Cloud Architect · Inter IKEA Systems

March 2021 - December 2021

Kitchen Planner · CONTRACT

Cloud architect for IKEA's Kitchen Planner, a worldwide tool used by millions of customers to configure and visualize kitchen purchases. The platform had grown complex over time, with increasingly slow development and deployment cycles. As part of the architecture team, we were responsible for simplifying the AWS infrastructure and introducing new AWS capabilities to reduce that overhead, enabling the development teams to ship faster.

Architecture

Technical Documentation

AWS

Serverless

Lambda

API Gateway

DynamoDB

Neptune

Node.js

React

Technical Advisor · Ikano Bank

March 2019 - December 2024

Cloud Support · CONTRACT

Long-term cloud advisor to Ikano Bank, serving as a trusted second opinion on architecture decisions and a resource for resolving critical issues when they arose. Supported the migration from on-premises infrastructure to the cloud, enabling the bank to reduce operational overhead and decommission legacy systems. Delivered solutions such as a centralized PII data obfuscator to ensure analytics pipelines remained GDPR-compliant.

AWS

Serverless

Cost Optimization

Terraform

Jenkins

Git

C#

Technical Advisor · Ingka Group

February 2019 - May 2025

Edge Engineering · CONTRACT

Member of Ingka Group's Edge Engineering team, a digital strike team tasked with rapidly prototyping and delivering new solutions, and conducting tech due diligence for strategic acquisitions and investments. Built and shipped products deployed across 20+ countries with hundreds of thousands of users. Notable work includes Visual Search, developed in collaboration with Google and presented at Google I/O 2019, letting customers photograph furniture to find matching products in IKEA's range. Also delivered solutions such as a home office furniture lending system rolled out globally during the pandemic to support remote workers.

GCP

Serverless

Cloud Run

Cloud Functions

Firestore

Node.js

ML/AI

Go

Hugo

Git

Tech Lead · Ikano Bank

April 2018 - February 2019

Super Fast Web · CONTRACT

Tech lead for a team of three developers building Ikano Bank's new web platform. Achieved a perfect PageSpeed score of 100/100 on both desktop and mobile across all categories, reducing the bank's dependency on paid search advertising by improving organic search ranking. Built on a fully serverless AWS architecture, optimized end-to-end for speed, security, and low operational overhead, deployed across 5 countries at an operational cost of under \$50/month.

AWS

Serverless

Lambda

API Gateway

S3

Cloudfront

DynamoDB

Cognito

.Net

C#

APIs

Vue.js

Hugo

Git

Cloud Developer · Sony Mobile

March 2018 - April 2018

Campaign Platform · CONTRACT

Built a serverless campaign platform on AWS for Sony Mobile, replacing an on-premises system burdened with dependencies and long lead times. The new platform enabled campaigns to be launched faster, with automatic scaling, high availability, and significantly lower operational overhead.

AWS

Serverless

Lambda

API Gateway

.Net

C#

APIs

SharePoint Architect · Axis Communications AB

March 2017 - March 2018

Galaxis · CONTRACT

Performed a SharePoint 2013 to SharePoint 2016 migration for 4,000 users at Axis Communications, migrating multiple terabytes of data to a supported platform while eliminating legacy custom code that had accumulated over the years. Rather than a simple database move, extracted and recreated content and solutions from scratch using PowerShell, resulting in a clean, maintainable environment that enabled faster development of modern extensions going forward.

SharePoint

PowerShell

C#

MSSQL

Technical Director · GESHDO Now AB

March 2017 - Current

EMPLOYMENT

I am currently working as the Technical Director at GESHDO. In this role, I am responsible for providing guidance and direction for our company wide technology strategy, managing our team of managers, and supporting our sales efforts. I am also a member of our leadership team, contributing to the overall direction and growth of our company. I have a strong background in technology and a deep understanding of the latest trends and best practices in the field. As the Technical Director, I am dedicated to helping our teams achieve success and delivering exceptional value to our clients. I am committed to driving innovation and fostering a culture of collaboration and continuous improvement. I started out as a IT consultant at GESHDO. During my time here I have pivoted from mainly hands-on assignments involving cloud development and infrastructure to more hands-off and high level technical roles. However I still keeps up with the latest trends in technology by continuous learning. Additionally, I have managed a delivery team known as the A-Team, consisting of ten consultants. This role further honed my leadership and managerial skills, contributing to my comprehensive expertise in the technology sector.

Technical Leadership

Company Steering

Management

Sales

Consultancy

System Developer · Axis Communications AB

November 2015 - March 2017

Galaxis · EMPLOYMENT

Worked as a system developer. Main focus on migration from server-side to client-side APIs for SharePoint On-Premise.

C#

JavaScript

PowerShell

MSSQL

TFS

Git

Jenkins

TeamCity

SharePoint 2013

SharePoint 2016

System Administrator · Axis Communications AB

May 2014 - October 2015

IT Operations · EMPLOYMENT

Worked as a system administrator for Windows servers mainly. Managing deployment, monitoring and maintenance of different systems. Large focus on SharePoint farm administration.

Software Test Engineer · Axis Communications AB

June 2013 - April 2014

Galaxis · EMPLOYMENT

Worked as a software test developer introducing automated test for a web platform. Wrote documentation and implemented different test in both C# using Coded UI and PowerShell.

Education

Ledarskap nivå 1 - Ny som chef

Framfot Företagsutbildning · 2022

In the course, I had the opportunity to gain hands-on experience in acquiring knowledge, tools, and models that have significantly boosted my confidence in my new role as a manager. Through this training, I learned how to effectively set, track, and achieve established goals using goal-oriented management techniques. The course also provided me with valuable insights into how I can engage my team members in our collective goals through coaching and development discussions. I acquired the skills to conduct productive meetings, meaningful development conversations, successful salary negotiations, and to navigate difficult conversations with finesse. Additionally, I learned strategies to effectively manage the unique challenge of overseeing my former colleagues and handling challenging situations with ease.

Information and Communication Engineering Technologies.

Lund University · 2008 - 2014

In LTH's Information and Communication Technology program, I've gained expertise in internet technology, security, and design, plus software and digital skills. I've learned to bridge tech and human needs, preparing for a future in IT innovation. This program covers advanced communication systems, security, and user perspectives, making me ready to shape IT's future. This program is at the core of today's information society, providing a dynamic education on rapidly evolving information processing methods. It equips students to engage with and lead technological advancements.

Web development with HTML5, CSS and JavaScript.

Umeå University · June 2012 - August 2012

Introduction course to web development.

Game development with C# and the XNA toolkit.

Gotland University · June 2012 - August 2012

Introduction course to game development.

Application development for Android.

Mid Sweden University · June 2011 - August 2011

Learnt the Android platform and how to develop and implement applications for it.

Certificates

Elements of AI

Elements of AI

2023

Offensive Perspective - OWASP Security for Developers

Udemy

2026

Practical Ethical Hacking - The Complete Course

Udemy

2026

Node JS: Advanced Concepts

Udemy

2026

The Complete Guide to Becoming a Software Architect	2023
Udemy	
Event Driven Architecture - The Complete Guide	2023
Udemy	
The Nuts and Bolts of OAuth 2.0	2023
Udemy	
SOLID Principles of Object-Oriented Design and Architecture	2023
Udemy	
Design Patterns in JavaScript	2023
Udemy	
Clean Code	2023
Udemy	
Advanced React	2023
Meta	
React Basic	2023
Meta	
Master Figma Course: From Beginner to Figma Pro	2023
Figma	
Certified Blockchain Expert™	2023
Blockchain Council	
Cloud Digital Leader	2022
Google Cloud Platform	
HashiCorp Certified: Terraform Associate	2022
HashiCorp	
AWS Certified Cloud Practitioner	2021
Amazon Web Services	

Languages

Swedish Native

English Advanced