

CHRISTOFFER RÅSTEN

Business · Technology · Transformation

Enterprise Architect · Technical Leader · Senior Advisor

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PROFILE

Senior technology leader and architect with more than 20 years of experience connecting business, technology and organizational change. I have worked from strategy, business development and operating models to enterprise, business, information and solution architecture and concrete delivery. Much of my experience comes from complex end-to-end flows crossing teams, systems and organizational boundaries - particularly in insurance, media, advertising and digital services.

CORE STRENGTHS

Digital Transformation · Business & Technology Strategy · Technical Leadership · Enterprise Architecture · Business Architecture · Information Architecture & Information Flows · Solution Architecture · Capability & Domain Design · Architecture Enablement · Integration & APIs

INDUSTRIES & DOMAINS

Insurance · Media & Entertainment · Advertising · Digital Products · Subscriptions · In-app Messaging

BUSINESS & TECHNOLOGY FLOWS

Customer & CRM · Sales & Orders · Advertising · Subscriptions & Checkout · Payments & PSP · Billing & Revenue · Financial / ERP · Marketing Automation · Data & Reporting · Integrations

EXPERIENCE

IT Architect — TV4 / TVM / MTV, Nordic

2023 - Present

Working across business and technology in a broad media and advertising landscape. Responsibilities span customer and CRM, advertising sales, order management, revenue and financial/ERP flows, marketing automation, data and integrations - including modernization, migrations, solution design, integration strategy and architecture enablement.

Founder & Independent Consultant — TROi Arkitektur AB

2021 - Present

Independent consulting across digital transformation, business and technology strategy, enterprise/business/information/solution architecture and technical leadership. Work includes architecture and strategy validation, capability and domain design, solution design and architecture enablement.

Organizational Flow - published practitioner-based work on structural friction and organizations' ability to continuously create value.

Senior Advisor — Raise Gruppen

2024 - 2026

Senior advisory work with management on digital strategy and architecture, connecting business direction, organizational design and technology execution.

Solution Architect — Telia / C More / Telia Play

2022 - 2023

Customer and subscription journeys spanning onboarding, checkout, payments and PSP integrations, CRM and surrounding integrations.

Solution Architect — TV4 / C More

2021 - 2022

Digital customer journeys across checkout, onboarding, subscriptions, payments and CRM integrations, including PSP integrations, PCI-related concerns and migration.

EARLIER EXPERIENCE**Head of Architecture & Chief Architect — AFA Insurance**

2019 - 2021

Built and led the enterprise architecture capability and a team of architects. Part of IT management, working with digital transformation, IT strategy, operating model, modernization and business/technology alignment.

Chief Architect — AFA Insurance

2018 - 2019

IT management role focused on architecture, operational management and development of IT strategy aligned with the company's target state and vision.

Domain Architect — AFA Insurance

2013 - 2018

Worked across digitalization initiatives and day-to-day business, information, solution and technology concerns.

Solution Architect — AFA Insurance

2008 - 2013

Solution architecture and business development focused on e-services, customer and claims-related flows and internal process improvement.

System Architect & Developer — AFA Insurance

2001 - 2008

System architecture and development focused on claims administration, information flows and digitizing customer interaction.

Operations & Support Technician — X-Source / Datametrix

2000 - 2001

Operations and support, primarily for the MTG Group, including on-site support for Metro.

EDUCATION & CERTIFICATIONS

Certified Chief Architect - Dataföreningen / DF Kompetens, 2017 · UX Certified - Nielsen Norman Group, 2015 · Elements of AI - Linköping University, 2019 · IASA architecture training · Data & Telecommunications - Nackademin, 1999-2001

LANGUAGES & OTHER

Swedish · English · Former professional goalkeeper