

Jonatan Permert

AI product, strategy and transformation leader

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PROFILE

Applied AI product and transformation leader who takes nationally significant AI initiatives from concept to operational scale in complex, regulated environments. Founder and product lead of Svea, AI Sweden's shared digital assistant for the Swedish public sector — grown from a 2023 concept into a national collaboration of **123 public organisations, 30,000+ users** and roughly **€9M** in funding and contributions.

The harder problem was institutional, not technical: making one AI product usable by many autonomous public bodies meant building the shared legal, security and procurement frameworks, common infrastructure, training and trust that collective adoption depends on. That adoption model is what transfers to other markets and sectors.

EXPERIENCE

Project Director & Product Lead, Svea

Jan 2024 — present

AI Sweden · Stockholm and Gothenburg

Conceived and lead AI Sweden's national initiative for a shared digital assistant for the Swedish public sector. Own strategy, product direction, funding, partnerships, delivery and organisational adoption.

- Took Svea from concept to national scale: **123 fully onboarded municipalities, regions and government agencies**, 30,000+ registered accounts and ~5,000 weekly active users.
- Raised **€5.3M in cash funding** plus **€3.7M in in-kind contributions** from public bodies, infrastructure providers and technology partners.
- Own product vision, priorities and roadmap; lead a team of **20** across AI engineering, software development, design, data, legal, change management and education.
- Established the legal and security foundation for shared adoption: sensitive personal data, confidentiality, information security, responsible AI and digital sovereignty.
- Built a national model for collaborative AI development — shared infrastructure, joint data generation and model improvement — including a distributed annotation programme with **900+ public-sector annotators** producing 500,000+ data points.
- Designed adoption and education programmes for users, managers and transformation leaders; **3,000+ employees trained** in applied and responsible AI.
- Delivered measurable value: ~2 hours saved per user per week, 90% reporting higher quality of work, and an estimated **€4.5M+ in annual efficiency gains** across participating organisations.
- Act as the public face of the initiative: national media, conferences, and briefings to key agencies and three government ministers.

AI Transformation Strategist

Jan 2023 — Dec 2023

AI Sweden · Stockholm and Gothenburg

Worked with public-sector leaders to strengthen their ability to adopt and create value from AI.

- Product owner for AI Sweden's organisational AI maturity assessment.
- Led the AI Council for Swedish Municipalities, creating a national forum for knowledge exchange and responsible adoption.
- Advised public organisations on AI strategy, organisational readiness and capability development.
- Identified the opportunity for a shared public-sector AI assistant and developed the original concept that became Svea.

Advisor, Innovation & Artificial Intelligence

Aug 2021 — Dec 2022

Swedish Prison and Probation Service

- Strategic advisor on AI to the Chief Information Officer; identified and evaluated AI applications across a sensitive, high-stakes public service.
- Shaped a responsible, human-centred approach covering ethics, trust and personal data, connecting technical capability to operational needs and institutional constraints.

Analyst

Aug 2020 — Aug 2021

Swedish Prison and Probation Service

Supported the Head of Innovation on the organisation's innovation strategy; analysed digitalisation, emerging technologies and AI, and produced decision support for senior stakeholders.

Management Consulting Intern

Sep 2019 — Jan 2020

Ramboll Management Consulting · Stockholm

- Quantitative analysis for the communications strategy of Försäkringskassan, the Swedish Social Insurance Agency.
- Qualitative research and stakeholder interviews on the organisational integration of two civil society organisations.

Communications, sales and marketing · musician and producer

Earlier

Fri Tanke Publishing and independent

Built the communication, entrepreneurship and stage-presence capabilities that underpin my work in product leadership and senior stakeholder engagement.

EDUCATION

MSc, Management — Stockholm Business School

2018 — 2020

Thesis: Artificial Intelligence, Management and the Concept of Trust

BA, Theoretical Philosophy — Stockholm University

2015 — 2017

Computer Science and programming — Stockholm University

2020 — 2021

Medical Ethics, 15 ECTS, 2015

Certificate, Ideation and Business Modelling — Stockholm School of Entrepreneurship

2018 — 2019

EXPERTISE

AI product strategy and leadership · generative AI and large language models · AI transformation · product development · organisational adoption and change leadership · responsible AI · public-sector innovation in regulated environments · digital sovereignty · data and model development · ecosystem building · fundraising · senior stakeholder engagement · multidisciplinary team leadership

SPEAKING AND MEDIA

- Main-stage speaker, GAIA Conference 2025, Gothenburg; featured speaker at 10+ technology conferences and industry events.
- Presented Svea to key state agencies and three Swedish government ministers — digitalisation, social services and EU affairs.
- Featured on Rapport, Sweden's largest national television news programme, and in 30+ articles and broadcasts including Dagens Nyheter, Sveriges Radio, SVT Nyheter, Svenska Dagbladet, Computer Sweden and Ny Teknik.

LANGUAGES

Swedish native · English full professional proficiency · Spanish learning