



Jens Moberg, Chief Executive Officer, Better Place Denmark, and Head of EMEA Business Development, Better Place



Jens Moberg is the chief executive officer of Better Place Denmark where he is responsible for all aspects of the company's direction, strategy, financing and operations, including development of the Better Place electric vehicle network in Denmark. He leads a local team in support of making the Better Place vision of zero-emission electric vehicles powered by renewable energy a reality. Additionally, Moberg is the Head of Europe, Middle East and Africa (EMEA) Business Development for Better Place playing a significant role in expanding Better Place to other European countries.

Moberg brings to Better Place more than 20 years of technology industry leadership experience across Europe, including a number of positions at Microsoft and IBM and since 2005, has served as Corporate Vice President, Enterprise & Partner Group, Microsoft. Most recently, Moberg was responsible for developing and growing Microsoft's enterprise business in Russia, India and China, including the company's strategy, product offerings, local organization and entire partner ecosystem.

Prior to assuming this role, Moberg was responsible for revenue growth and development of Microsoft's U.S. Enterprise team while driving high levels of satisfaction among the more than 3,500 enterprise accounts and partners in the United States. Moberg was also the Europe, Middle East and Africa (EMEA) Vice President and Regional Director for Western Europe. In this capacity, he was responsible for Microsoft's business in the Netherlands, Belgium, Switzerland, Austria, Italy, Spain, Portugal, Denmark, Norway, Sweden, Iceland, Finland, Luxemburg and Ireland, where he led EMEA in growth during his tenure.

Moberg began his career at Microsoft in 1995, when he established Microsoft's consulting services in the Nordic region. After two years, he took on the responsibility of Marketing Director for the Nordic countries. In August 1998, he was appointed General Manager of Microsoft Denmark. Moberg held a series of roles with increasing responsibility, including Regional Director for the Nordic and Baltic countries, and Regional Director for Central and Southern Europe. Moberg holds a degree in marketing from Copenhagen Business School in Denmark. He lives in Copenhagen with his wife and two sons.