



Roar Bjaerum, Head of Financial Services, Telenor Financial Services AS

Roar Bjærum has more than 25 years of experience in the financial industry, both as a consultant and line manager across a variety of functional areas. Roar Bjaerum is currently the Head of Financial Services in Telenor, managing the investments in companies across markets. During his time with Telenor, Roar has established and managed Financial Services ventures in several Asian markets. One of his roles was to head Easypaisa in Pakistan, growing it into one of the largest branchless banking services worldwide. Roar has a passion for bringing financial inclusion and has over the years contributed actively to several studies and dialogues in the industry.

Prior to joining Telenor in 2008, Roar was working for Nordea Bank where he during his time with the bank headed up functions such as Business Development, Customer Service and Internet Banking. Before joining the bank, he worked as a consultant for several years in the retail banking industry with focus on performance management, risk management and process improvements.

Roar holds a Masters in Technology Management from Norwegian University of Science and Technology in cooperation with Massachusetts Institute of Technology. He also holds a business degree from Norwegian School of Economics and Business Administration.