



RESEARCH REPORT

How AI is transforming Nordic work life 2026

SOLITA

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Artificial Intelligence, AI

refers to technology that can perform tasks that typically require human intelligence, such as recognising patterns, solving problems and making decisions.

Generative AI, GenAI

is a type of AI that creates new content like text, images, videos, audio or software code based on patterns it has learned from existing data.

Agentic AI

refers to AI systems that can take initiative and act autonomously, setting goals, planning steps, and making decisions without needing step-by-step human instructions. These systems often use a generative AI model, such as a large language model (LLM) to reason, plan, and execute tasks.



FOREWORD

From experiment to everyday work: The Nordic shift

A year changes everything.

When we released our first research report, “How generative AI is transforming Nordic work life,” in December 2024, Finland led with 46% adoption while Sweden trailed at 25%. The question then was whether this reflected true transformation or just early enthusiasm.

Today, the answer is clear. GenAI has crossed a turning point: it's no longer an experiment but rapidly becoming part of everyday work.

This year, we expanded our research to include Denmark, surveying over 3,000 knowledge workers across all three countries. Denmark has emerged as the leader with 65% adoption (using AI at any frequency), including 24% daily usage. Finland shows remarkable growth, jumping from 46% to 62% adoption with daily users nearly tripling from 6% to 17%. Sweden has more than doubled its adoption to 53%, with daily usage more than tripling from 4% to 14%.

According to the European Investment Bank's Investment Survey 2025, Finnish and Danish firms rank among Europe's top GenAI adopters at 66% and 58% corporate adoption respectively. Sweden follows at 47%. But our research measures something different: not what companies report at a strategic level, but what employees actually do in their day-to-day work. This reveals a crucial insight: corporate AI strategies don't automatically translate into real, employee-level integration.



The most future-proof skill today is the ability to learn continuously and to unlearn what no longer creates value. The pace at which AI evolves today increasingly challenges us to learn and unlearn fast. We must also ensure we do not just develop our awareness and knowledge but also develop healthy habits for working with AI. Last year we practiced chat prompting, now we are all expected to be building agentic workflows. Employees need continued support in keeping up with this pace.

Lasse Girs
Head of AI Transformation, Solita

Denmark's figures illustrate what leading adoption looks like. When nearly one in four knowledge workers use GenAI daily (well above Finland and Sweden), it shows Denmark is further along the adoption curve, though the journey towards full organisational integration is just beginning.

Yet beneath these substantial figures lies a warning. Around three-quarters of Nordic knowledge workers (76–81%) expect AI to transform their jobs within five years, but fewer than one in ten (6–14 %) see AI literacy as crucial for their careers. This 70-percentage-point gap between expectation and preparation is a ticking time bomb. One that demands urgent attention from both employers and employees, as our findings reveal.

Many organisations have established governance frameworks and guidelines, a necessary first step. The real work now is building AI literacy so people understand the fundamentals, then fostering healthy AI habits that put this knowledge into daily practice. It's these habits, not just policies or awareness, that shift focus from speed to quality and prepare workforces for lasting transformation.

The coming year will determine whether Nordic organisations lead this shift, or simply react to it.

The tools are ready. The question is: are we?



Lasse Girs
Head of AI Transformation
Solita



Executive summary

This report presents findings from comprehensive surveys by Kantar Media of over 3,000 knowledge workers across Sweden (n=1,037), Finland (n=1,042), and Denmark (n=1,019), conducted 30 October-11 November 2025. All surveys were conducted through Kantar Media's nationally representative web panels (ages 20-65). Building on our 2024 study of Finland and Sweden, this year we expanded our research to include Denmark, enabling us to compare GenAI adoption across all three Nordic markets for the first time.

The Nordic GenAI landscape has matured dramatically in twelve months. Adoption has accelerated, governance has improved, and daily usage patterns show GenAI is becoming workplace infrastructure. Yet our research reveals a troubling paradox: while knowledge workers embrace the technology, they're not preparing for the transformation they themselves predict.

Key findings:

1 **Denmark emerges as the new leader**

With 65% adoption (using AI at any frequency) and 24% daily usage, Denmark sets the benchmark for GenAI maturity for these three countries, surpassing Finland (62%/17%) and Sweden (53%/14%). Denmark's daily usage is 71% higher than Sweden's, indicating genuine workflow integration rather than occasional experimentation.

2 **The AI literacy paradox**

Across all three countries, four out of five individuals believe AI will transform their work within five years, yet only one in ten consider AI literacy crucial for their careers. This represents a 66–70 percentage point gap and a dangerous disconnect: employees anticipate transformation but aren't equipping themselves to navigate it, risking being left behind when the change they expect arrives.

3 **Critical thinking improvements with a catch**

Roughly a third answered that GenAI has improved their critical thinking, while only one in ten say it has weakened it, challenging fears that AI makes us intellectually lazy. However, respondents were 2–4 times more likely to perceive improvement in their own performance than in that of their colleagues (30–38% vs 8–15%), indicating possible overconfidence in their personal AI proficiency.

4

AI washing undermines trust

When companies exaggerate or misrepresent their use of AI, it's becoming a noticeable problem. Between 36–43% have observed individuals or companies exaggerating their AI expertise. This widespread phenomenon undermines trust in legitimate AI capabilities and creates cynicism that can slow adoption.

5

Quality over speed drives maturity

Denmark's focus on using GenAI to improve work quality (66% vs 48–53% in Finland/Sweden) correlates directly with the country's highest daily usage rate. Quality-driven narratives drive deeper, more sustainable engagement than speed-focused approaches.



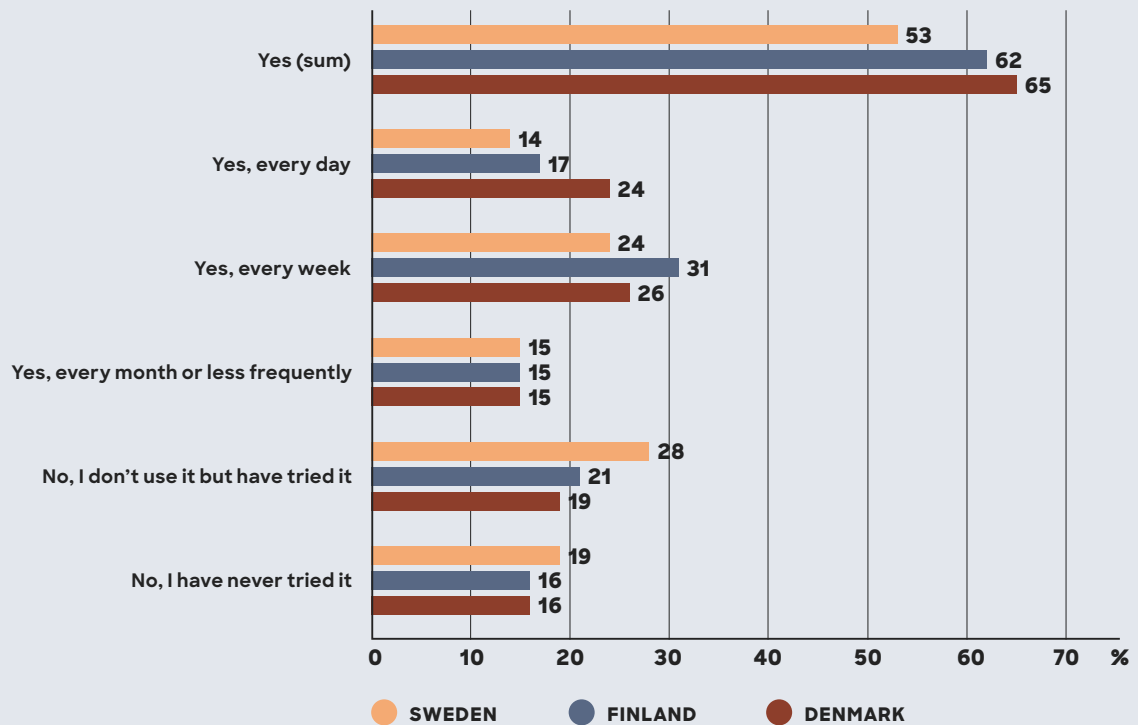
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Denmark takes the lead in GenAI use

When we talk about AI adoption, we're not just counting who's using the technology. We're looking at how deeply it's integrated into daily work, how consistently people turn to it, and whether it's become a standard tool in the kit or an occasional experiment.



Do you consciously use generative AI tools in your work?



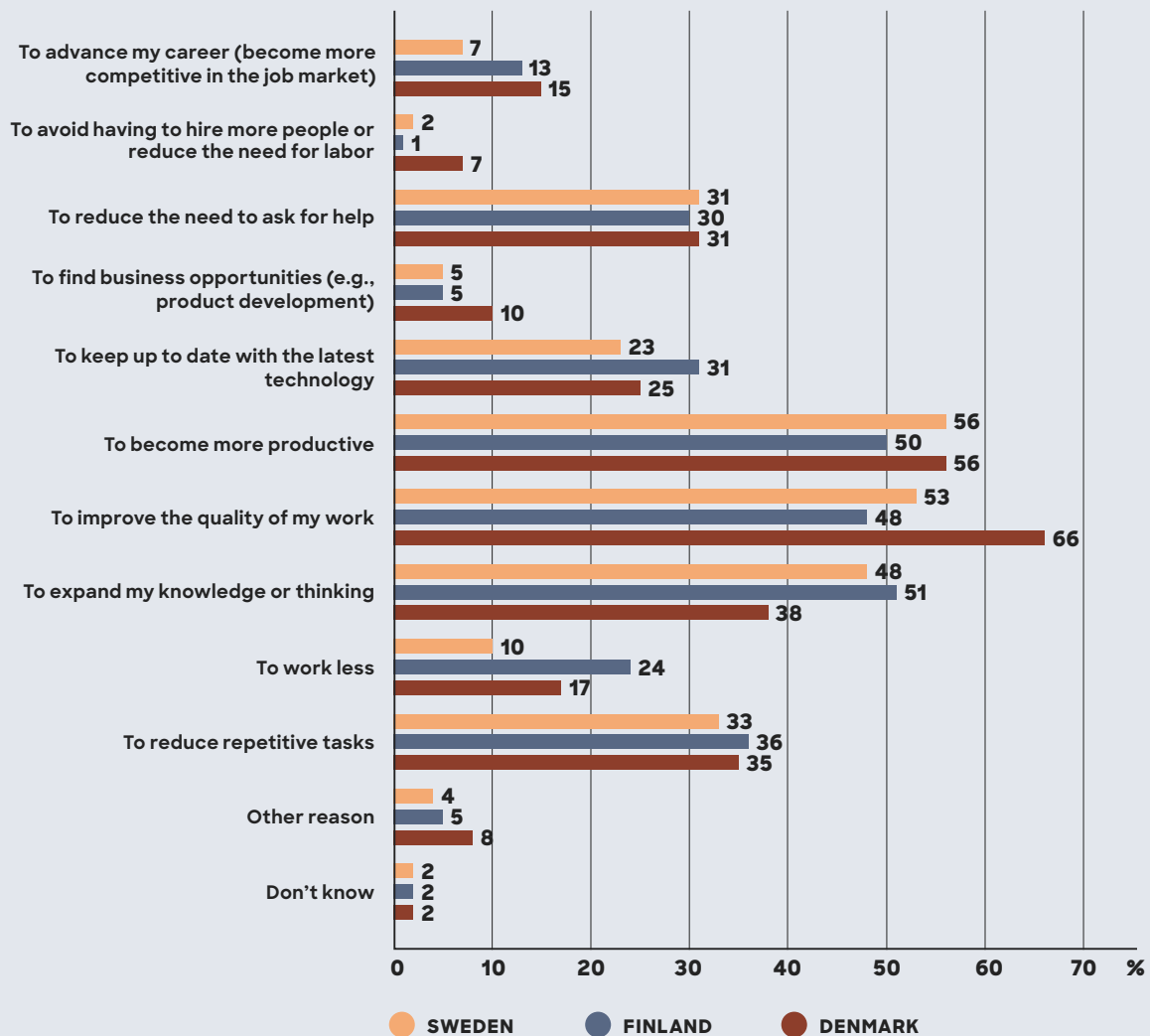
Denmark's numbers tell a story about maturity that goes beyond simple adoption rates.

Danish knowledge workers don't just lead in overall adoption at 65%. The country's 24% daily usage reveals something more significant: GenAI has moved from an experiment to a standard tool. This is 41% higher than Finland's 17% and 71% higher than Sweden's 14%.

Sweden's growth trajectory deserves recognition: more than doubling adoption from 25% to 53% in one year represents the fastest growth compared to Finland. Finland's 16-point growth (46% to 62%) remains strong, though now entering the "early majority" phase where converting remaining non-users becomes harder.



How do you consciously use generative AI tools at work?



What drives knowledge workers to adopt GenAI?

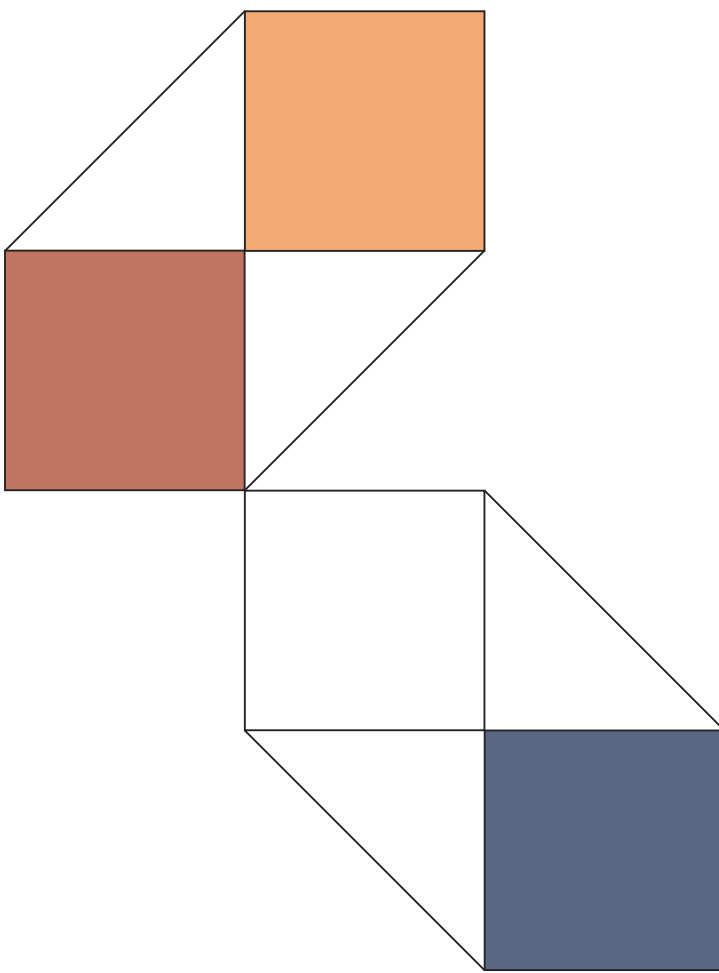
Denmark's standout statistic: 66% cite "improve quality of work" as their primary motivation. In Finland and Sweden, that figure sits at 48–53%: a 13–18-point difference representing a fundamentally different narrative.

When knowledge workers adopt technology primarily to improve quality rather than simply to work faster,

they likely engage with it differently. They may invest more time in learning to use it well, experiment with new approaches, and integrate it more deeply. Denmark's higher daily usage appears to be a direct result of this quality-first mindset.

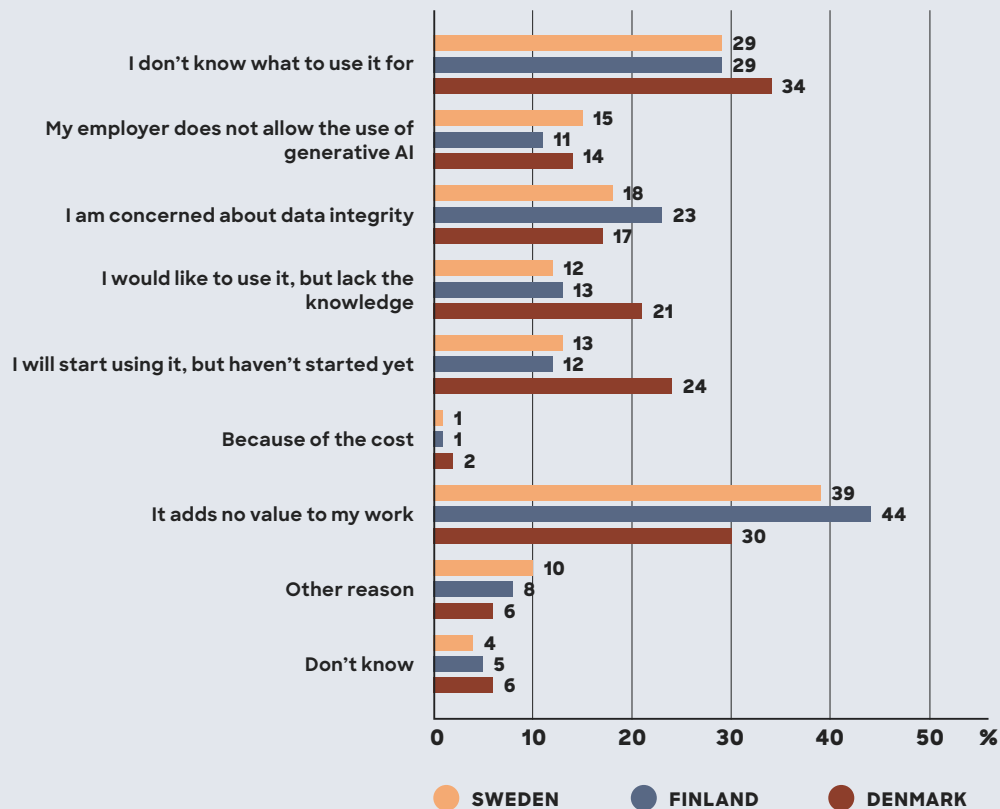
Finland presents an interesting outlier: 24% admit they use GenAI "to work less", compared with 10% in Sweden and 17% in Denmark. This could indicate greater survey honesty, a more mature understanding that efficiency tools should reduce hours, or this could suggest that there are cultural differences in what's socially acceptable to admit.

Career motivation is surprisingly low across all countries: only 7-15% cite "advancing their career as a reason for using GenAI. This foreshadows the AI literacy paradox we'll explore in Chapter 3.





Why don't you use generative AI tools at work?



Why some people still haven't adopted GenAI

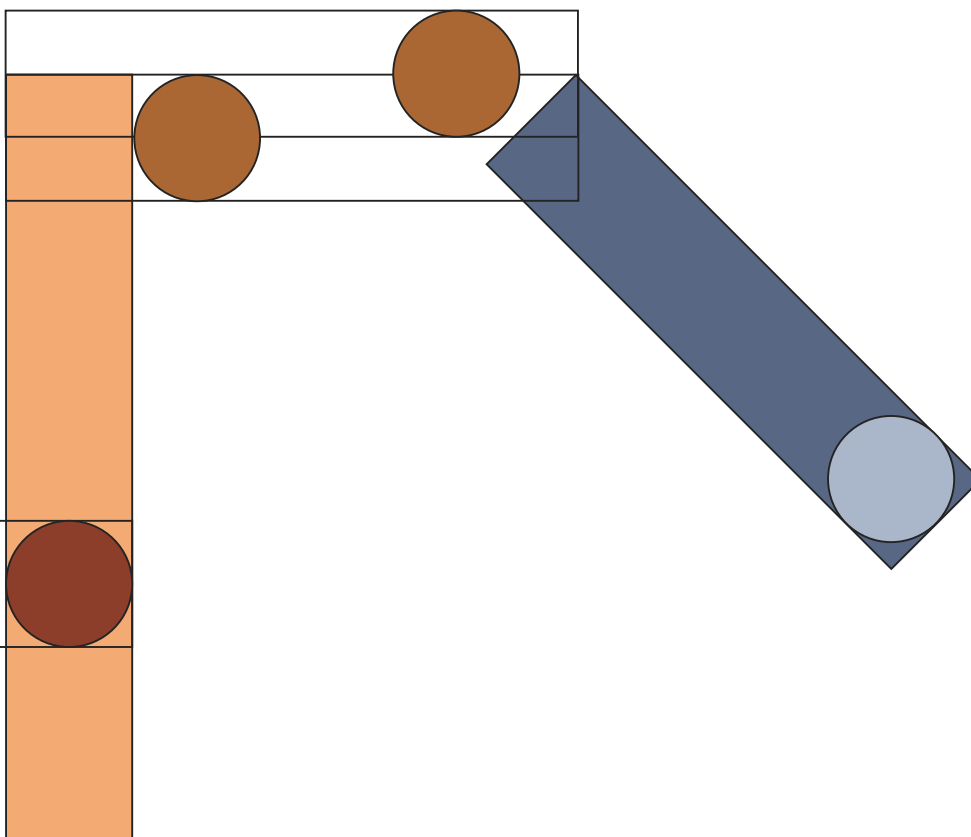
Denmark shows an interesting paradox. Despite a 65% adoption rate, Denmark has the highest percentage of non-users saying they "don't know what to use it for" (34%). This reveals a clear split pattern: Danish users are highly engaged, while non-users feel particularly excluded.

The positive signal: 24% of Danish non-users say they're going to start soon, compared with just 12-13% in Finland and Sweden. Denmark's strong adoption environment creates momentum pulling in even the more reluctant users.

Finland's "adds no value" response remained stable at around 44% despite rising adoption, suggesting persistent skepticism among non-users about GenAI's relevance to their specific work.

Sweden's concern about data security rose from 10% to 18%. A reason for this might be that as more people use GenAI, more are becoming aware of the implications of how data is handled.

The positive trend: Both Sweden and Finland recorded a 12-13-point drop in "don't know what to use it for" responses since last year, indicating that experimentation and successful use cases have reduced the knowledge barrier.





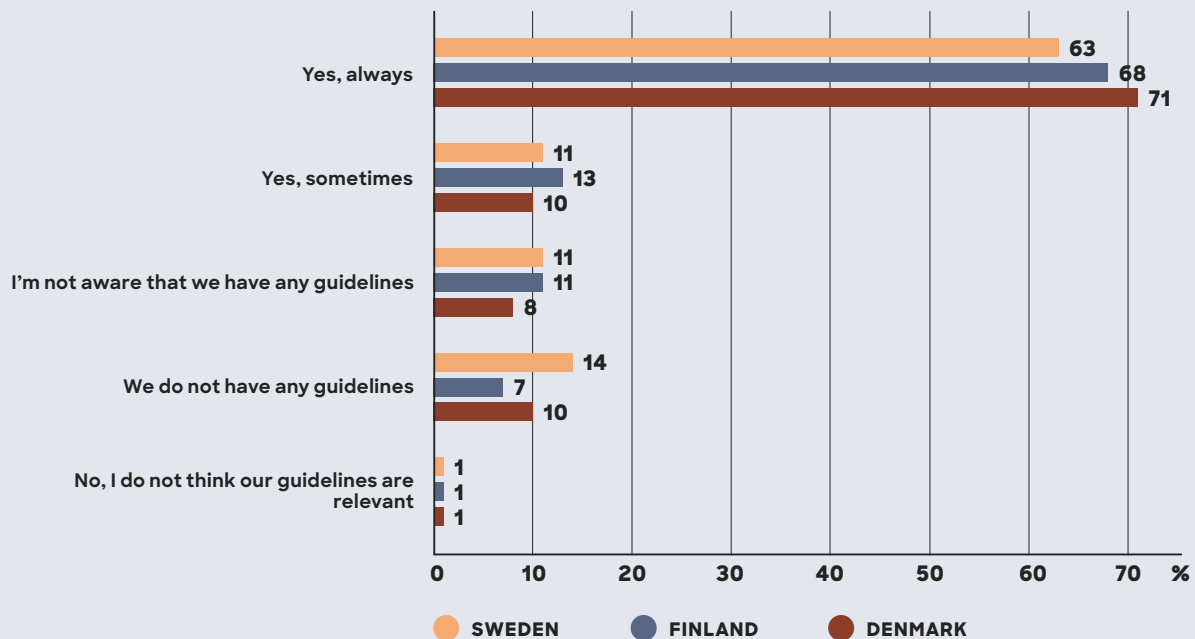
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The governance paradox

There's sometimes the sentiment that governance slows innovation. The results from our survey challenge this entirely: countries with stronger governance frameworks show higher adoption rates. The same applies to frequent users across all countries, who are more aware of AI policies. Clear guidelines don't inhibit AI use, they enable and encourage it.



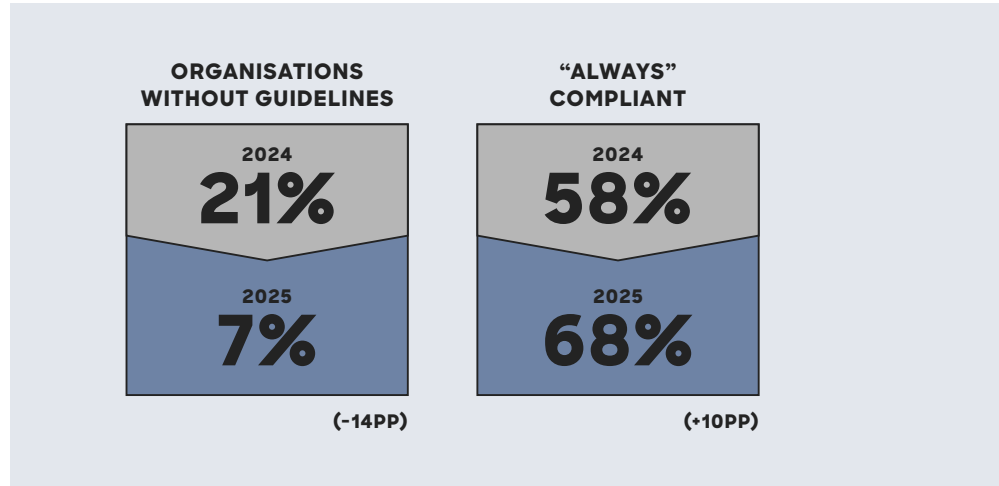
Do you follow your employer's guidelines/ policy for using generative AI?



Denmark leads in guideline adherence: 71% “always” follow their employer’s guidelines compared with 63–68% in Finland and Sweden. Combined with Denmark’s remarkably low 8% who are unaware of whether guidelines exist, this suggests superior governance communication.

The country with the highest adoption (Denmark, 65%) also has the highest compliance (71%). Solita’s experience shows that when employees have clear guardrails, they feel confident to experiment safely and integrate GenAI more effectively.

Finland shows the most dramatic governance improvement since last year:

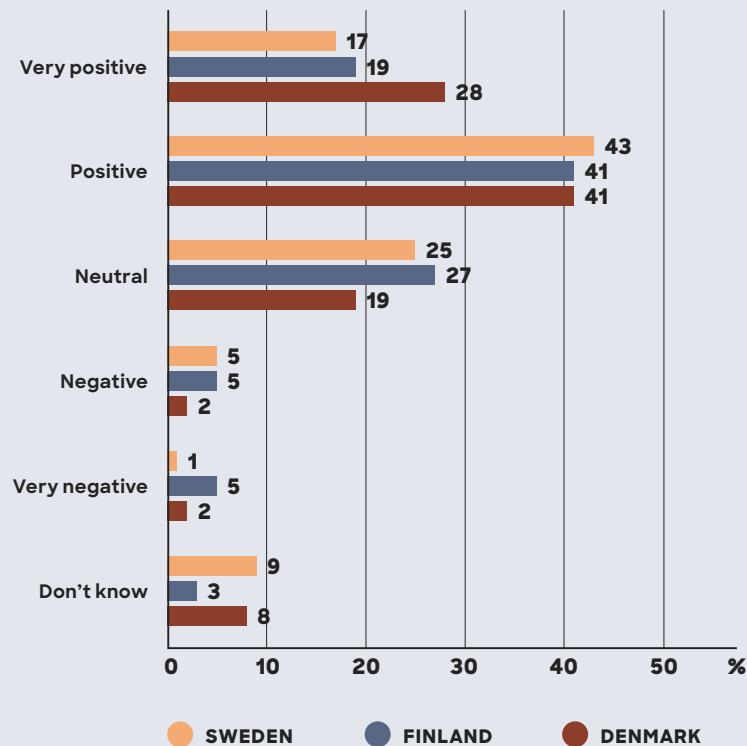


This rapid maturation shows that Finnish organisations have learned that governance isn't optional: it's a necessary step to expand AI use safely.

Sweden faces a governance gap: 14% of organisations still lack AI guidelines according to their employees (the highest in the region and double that of Finland's 7%). As the EU AI Act enforcement begins between 2025-2027, these organisations face a compliance risk.



How would you rate your company's general attitude towards AI? Is it...



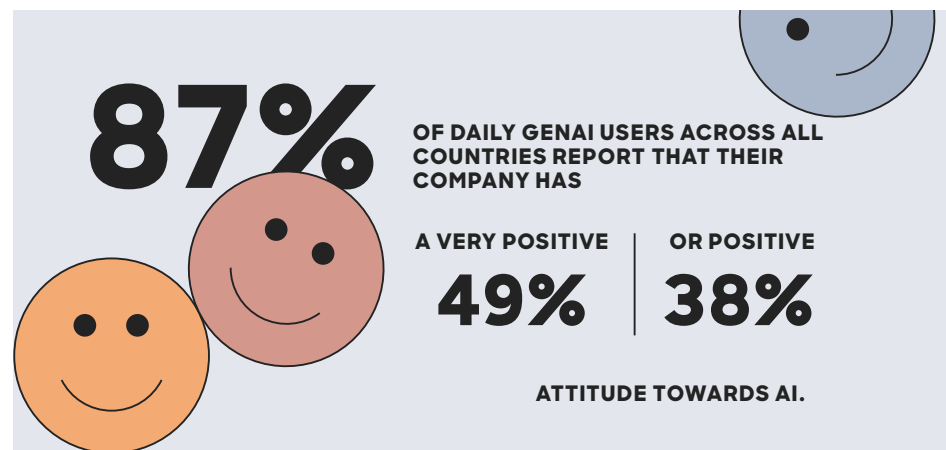
Company enthusiasm matters

87% of daily GenAI users across all countries report that their company has a very positive (49%) or positive (38%) attitude towards AI. The employer's attitude towards AI correlates with the respondent's level of usage down to 34% positive/very positive among respondents who have never tried AI.

Denmark shows markedly higher organisational enthusiasm: 28% rate their company as "very positive" towards AI versus 17-19% in Sweden and Finland. Combined with 41% "positive", Denmark shows 69% total positive perception which is 9 points higher than Sweden/Finland's 60%.

Company culture makes the difference. When companies have a positive attitude toward AI (87% among daily users vs 34% among non-users), employees are more likely to invest time in learning and integrating the tools deeply. Without that organizational support, GenAI risks remaining a side project that never gets fully integrated

This is the governance paradox: Strong governance combined with enthusiastic leadership leads to higher adoption.





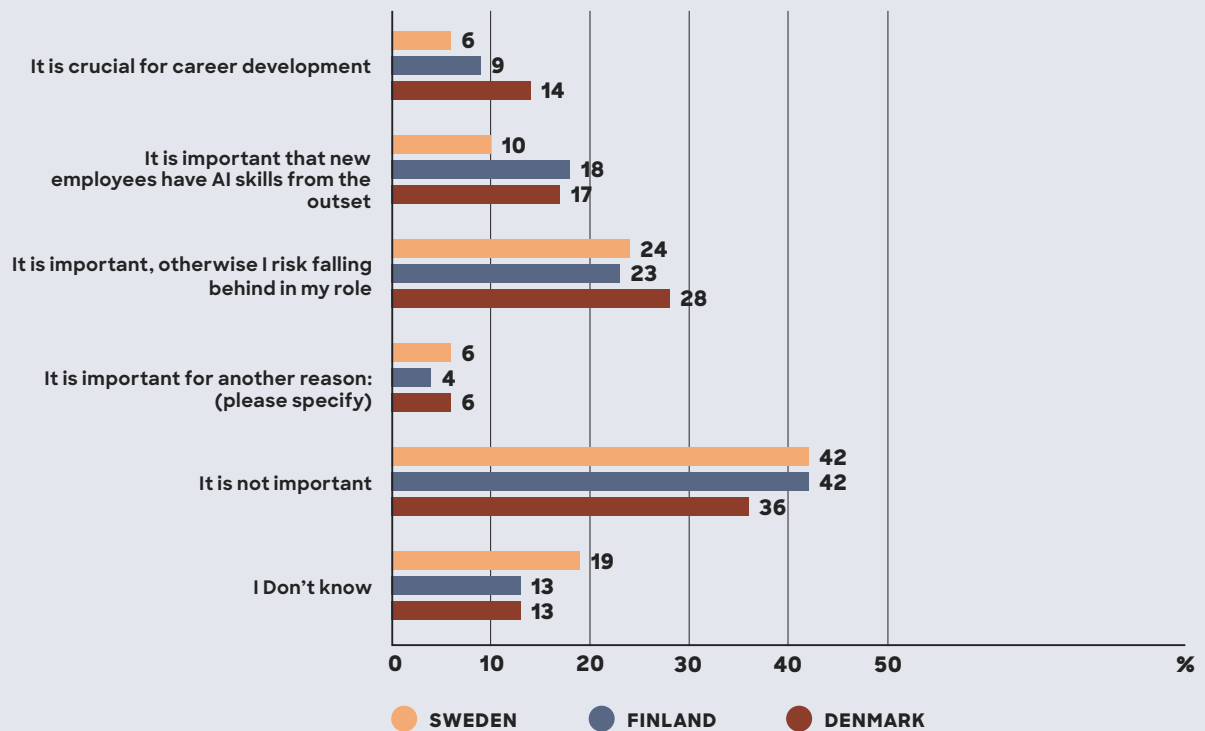
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The 70-point disconnect

This chapter presents our most troubling finding: a massive disconnect between what Nordic knowledge workers expect from AI and how they're preparing for it.



Is AI literacy important in your workplace?



Across all three countries, 76–81% believe AI will transform their work within five years. Yet only 6–14% see AI literacy as "crucial for their career development." This is a 66–70 percentage point gap between expectation and preparation.

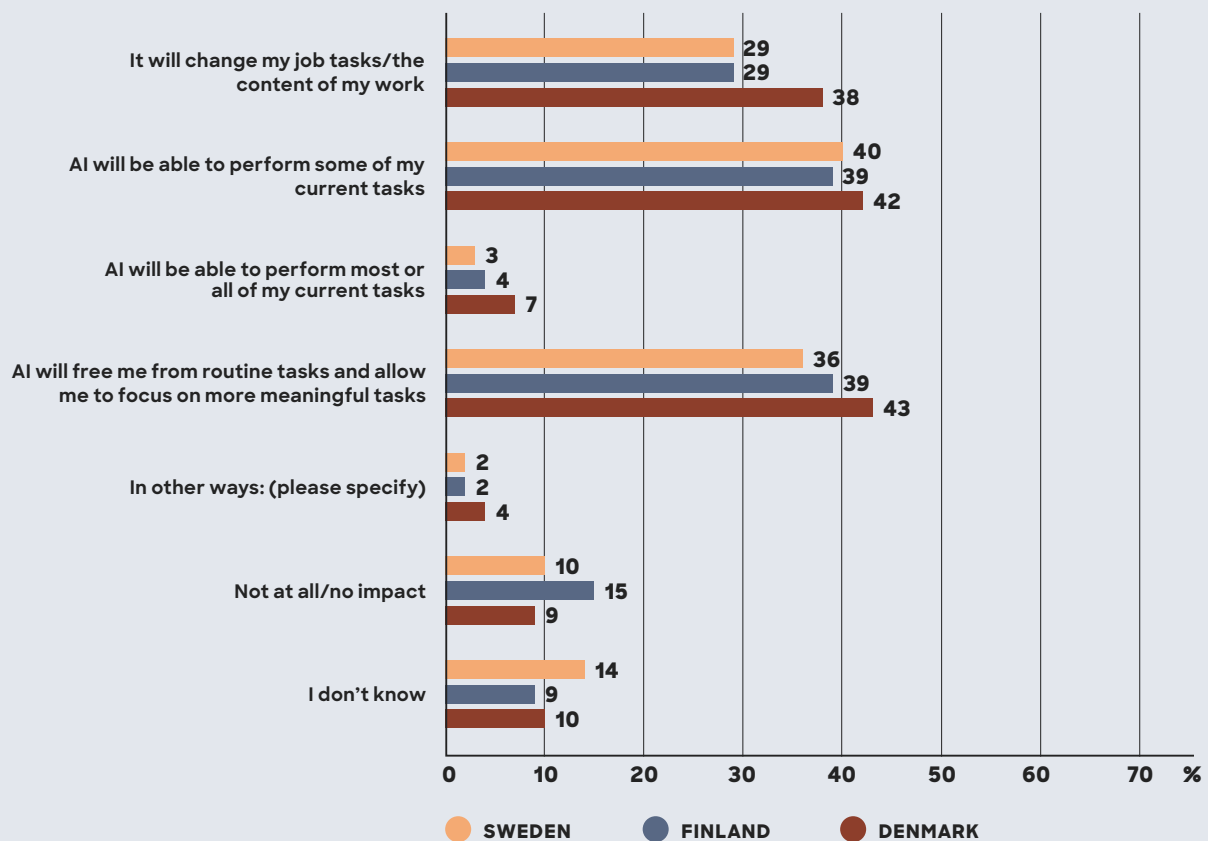
Denmark shows the highest "crucial" rating at 14%, correlating with the country's 24% daily usage. Knowledge workers using GenAI most extensively recognise the depth of skill required. They've moved past the illusion that GenAI is 'just typing prompts'.

Sweden's 19% "don't know" (versus 13% in Finland and Denmark) suggests unclear employer messaging. If nearly one in five can't determine whether AI literacy matters, leadership may not be providing clear signals.

Most concerning, around 40% say AI literacy is “not important” in their workplace. It’s a worrying indication that many may be underestimating the need to build these skills despite expecting AI to reshape their work within five years. This lack of focus on AI literacy is a big risk to organisational AI readiness overall.



How do you think AI will change your work within 5 years?

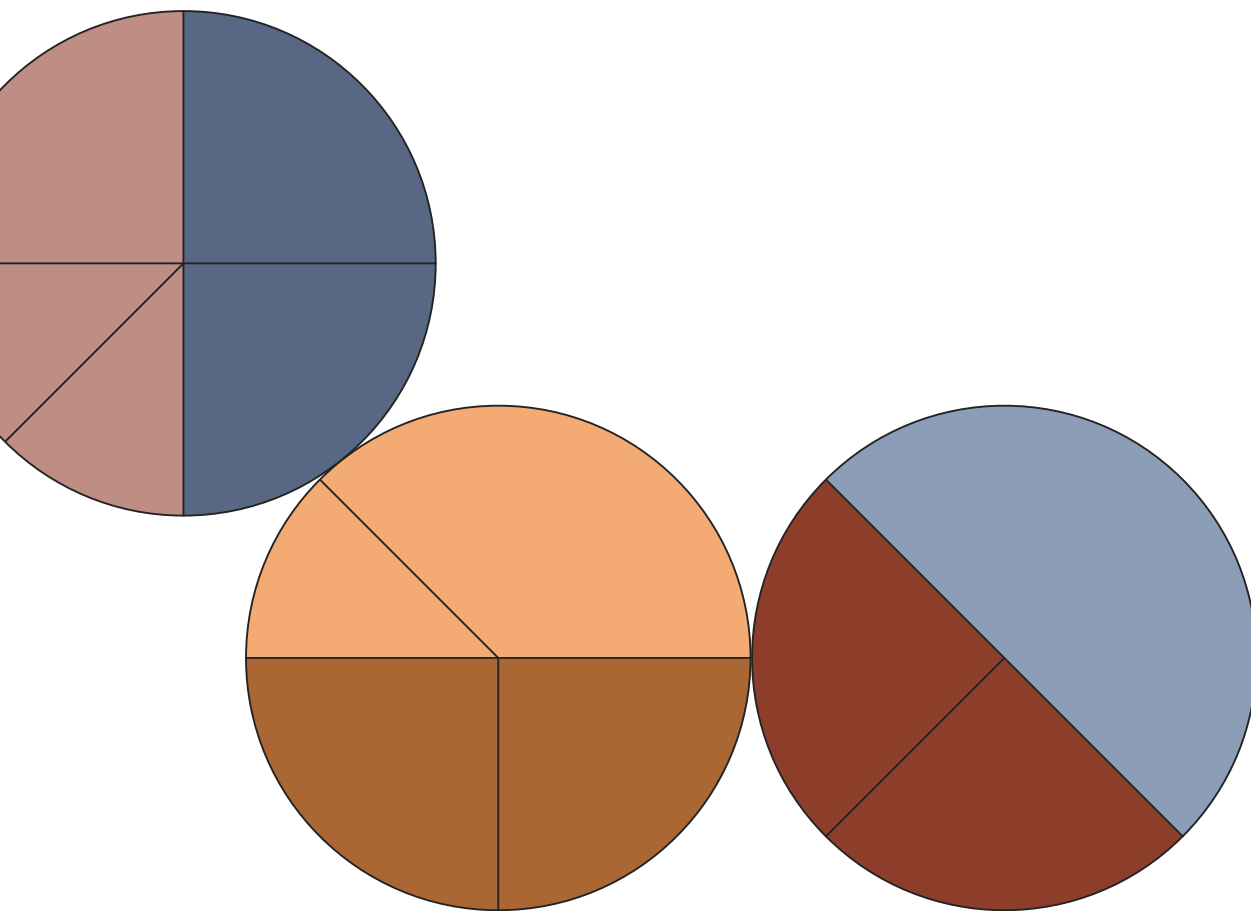


Expected transformation vs. preparation

Denmark leads in transformation expectations: 38% expect job tasks to change fundamentally (compared with 29% in Sweden and Finland), and 43% expect “AI will free them from routine tasks to focus on more meaningful work” (compared with 36–39%).

Sweden shows the most dramatic shift since last year. “No impact” expectations fell from 23% to 10% (-13pp), while “AI will free me from routine tasks” rose from 23% to 36%. Swedish knowledge workers are rapidly raising their expectations upward as they witness AI’s capabilities.

Only 3–7% believe AI can perform “most/all” of their tasks. This low replacement anxiety is healthy for adoption, as fear drives resistance. However, it may also indicate an underestimation of long-term automation potential.





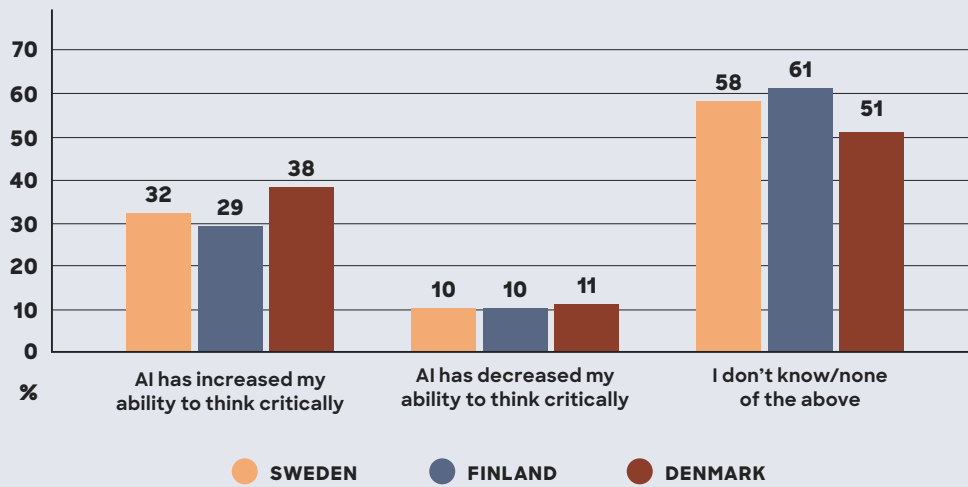
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The overconfidence trap: Critical thinking and AI washing

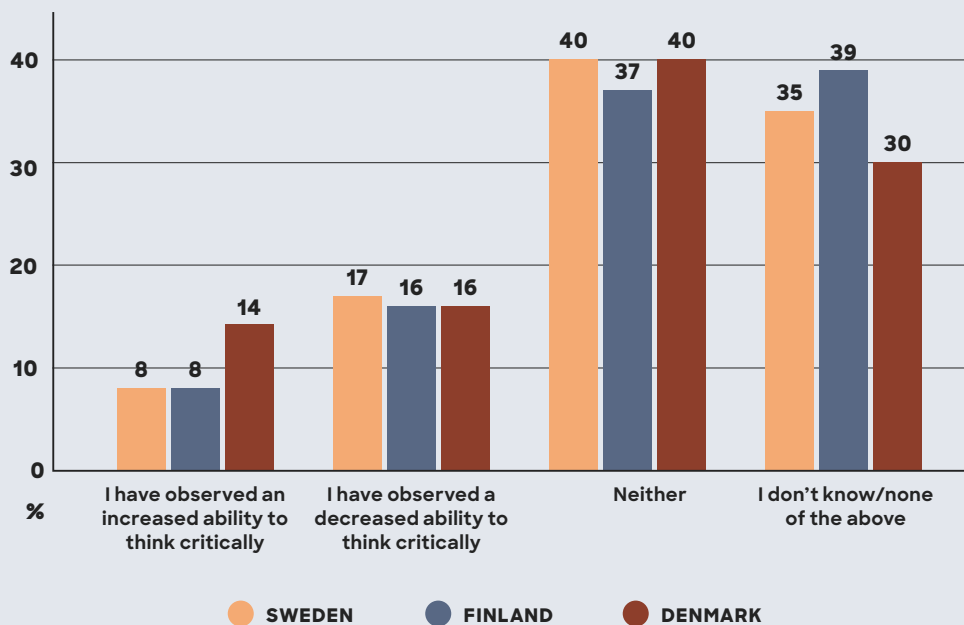
A frequently debated question is whether GenAI might make us intellectually lazy. The respondents' self-assessment suggests this is largely unfounded but reveals another concern: overconfidence in one's own critical thinking ability when supported by AI tools.



What have you noticed about your use of generative AI?



What have you observed regarding your colleagues' use of generative AI?



Roughly a third of knowledge workers report GenAI has improved their critical thinking: 38% in Denmark, 32% in Sweden, 29% in Finland. When used well, GenAI requires users to formulate clear questions, evaluate outputs critically, integrate responses with existing knowledge, and identify when AI is wrong. Used well, GenAI acts as a thinking partner, encouraging more explicit reasoning.

However, a dramatic perception gap exists:

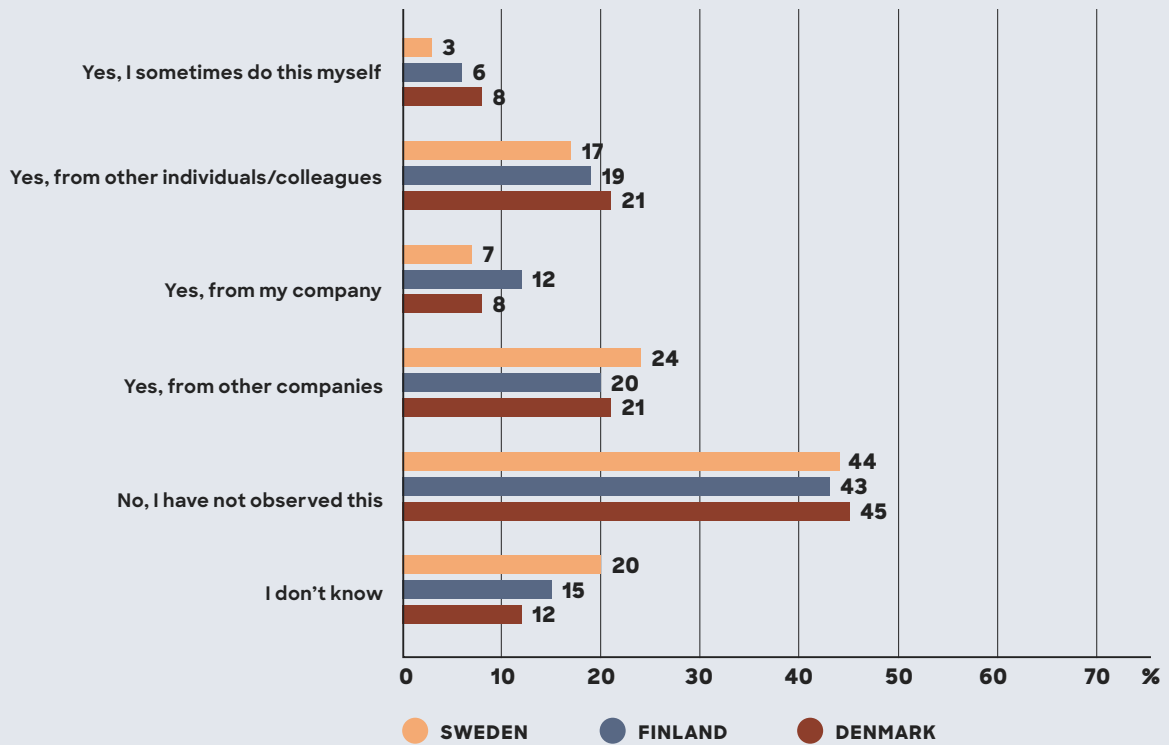
Knowledge workers who say GenAI improved their critical thinking outnumber those who say it worsened by around three to one. But when observing colleagues, people see the opposite – significantly more believe that AI decreases their coworkers’ ability for critical thinking than think it improves.

Knowledge workers are 2-4 times more likely to notice improvement in themselves than in colleagues. This is classic overconfidence bias. Many who believe they’re using GenAI well are probably not using it as effectively as they believe.

Organisations should note that training that helps people recognise their own thinking biases can be just as important as technical training.



Have you ever observed individuals or companies exaggerating their AI expertise, AI knowledge, or AI usage?



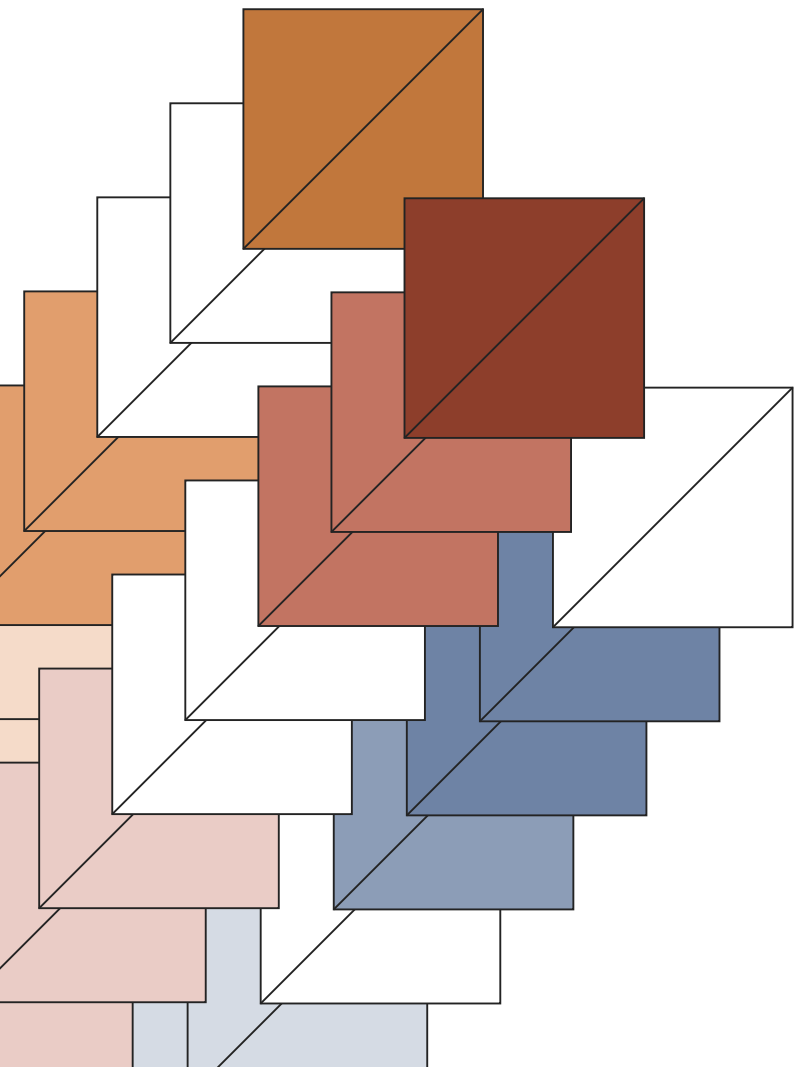
AI washing: The trust erosion problem

A significant 40% have observed "AI washing", individuals or organisations exaggerating their AI expertise. Among daily GenAI users 58% have observed the phenomenon, which is likely a more accurate indicator as AI maturity makes it easier to detect AI washing.

The breakdown reveals clear patterns:

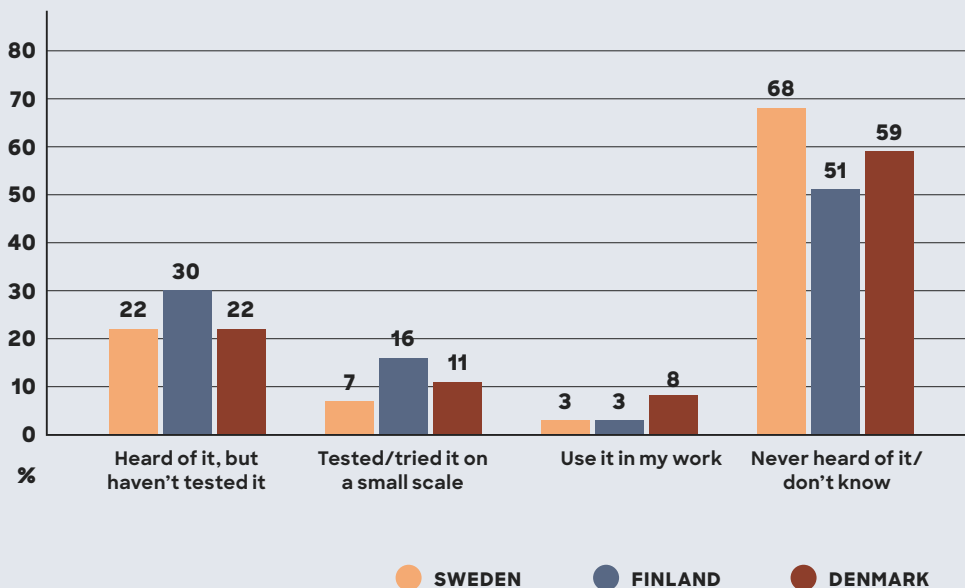
- **Self-admission:** Denmark 8%, Finland 6% and Sweden 3%.
- **Internal:** Finland's 12% saying their own company exaggerates (compared with 7-8% in Denmark and Sweden) suggests greater awareness of AI washing.
- **External:** 20-24% observe it from other companies: the highest rate, suggesting marketing pressure is driving inflated claims.

When 40% have observed exaggeration, it becomes harder to distinguish genuine capability from posturing, ultimately slowing adoption.





What is your experience of Agentic AI?



Agentic AI: Still far from commonplace

On average only 5% use agentic AI, and an additional 11% have tested it on a small scale, showing that AI agents have not yet made their breakthrough among the Nordic public, despite the hype. Finland shows significantly higher awareness: 49% have heard about agentic AI (compared with 41% in Denmark and 32% in Sweden). 16% in Finland actively test it, which is 2.3 times higher than Sweden's 7%.

Denmark's pattern is more production-oriented: fewer have tested (11%), but more use it in actual work (8% compared with 3% in Sweden and Finland).

Sweden's 68% who have never heard of it represents a serious knowledge gap as this technology moves from research labs to business reality.

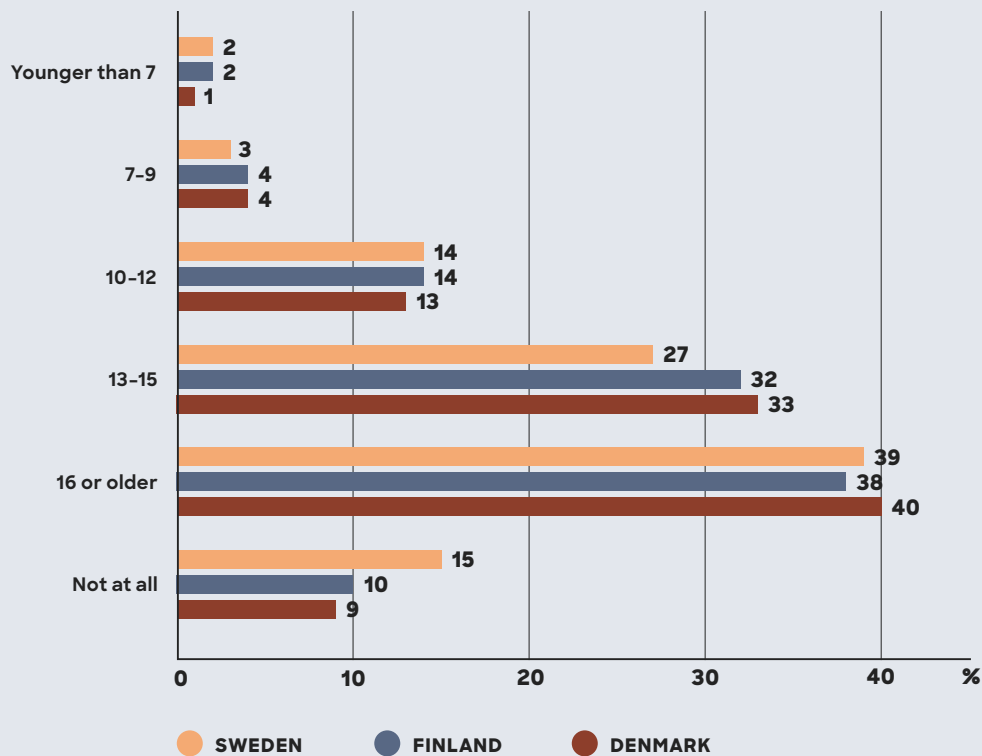


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Tomorrow's workforce: When are children ready for AI?



At what age do you think children should start using specific AI tools, such as OpenAI's ChatGPT or Google Gemini?

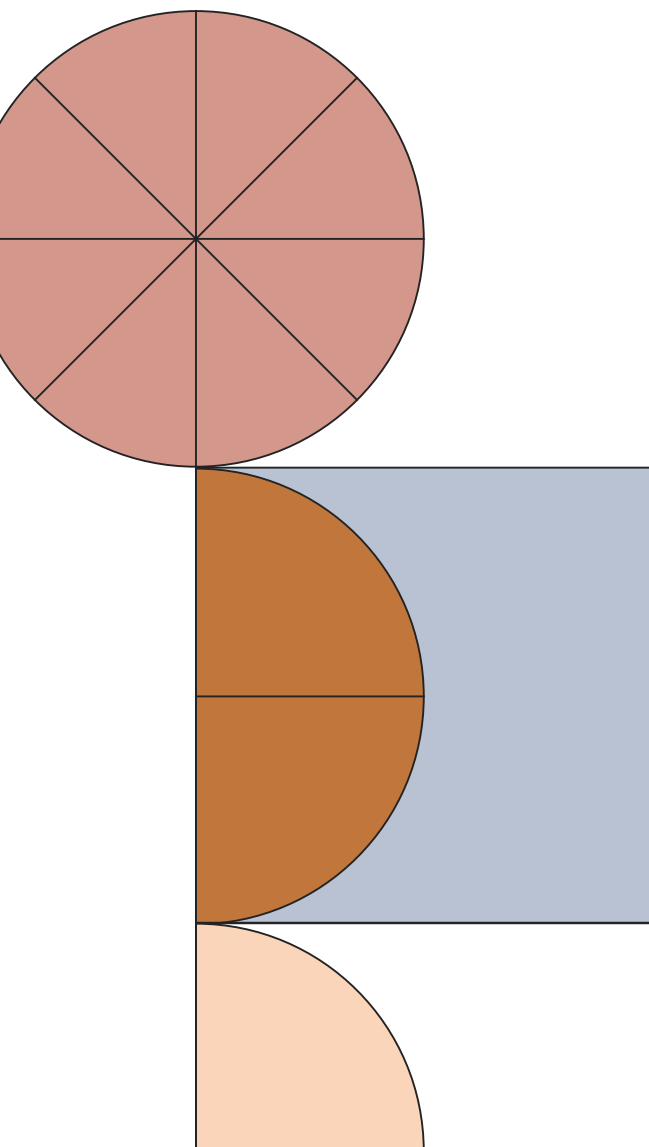


When it comes to children using AI tools like ChatGPT, Nordic adults show significant caution. The most common answer across all countries is "16 or older" (38–40%). Combined with "not at all" (9–15%), this means 47–55% want to delay or prevent children's use of AI entirely.

Sweden shows notably higher caution: 15% say "not at all" versus 9–10% in Denmark and Finland. Overall, 80–86% believe children should wait until at least age 10.

This caution from a workforce actively adopting AI themselves reveals an important tension: adults embrace AI's workplace value while remaining wary about its impact on children, though the specific concerns driving this hesitation remain unclear.

The challenge is clear: How do we introduce AI literacy when today's children will enter AI-native workplaces, while addressing legitimate developmental concerns? The 16+ preference suggests Nordic adults understand AI requires cognitive maturity younger children may lack. But waiting until 16 may introduce literacy too late for a generation entering workplaces where AI skills are foundational.





6

The income gap

Despite GenAI tools such as ChatGPT or Google Gemini, being widely available and often free, income remains one of the strongest predictors of adoption across the Nordics according to our survey results. This challenges the belief that AI democratises opportunity.

In all three countries, higher earners use GenAI significantly more. In Sweden, 72% of those earning over 65,000 SEK per month use GenAI regularly, compared with 36% among those below 22,000 SEK, a 36-point gap. Denmark follows the same pattern with 82% versus 59%, while Finland's difference is smaller at 70% versus 55-62%.

The same divide appears in daily usage. In Sweden, 12% of low earners use GenAI daily compared with 22% among the highest earners. In Denmark, the gap is even wider: 21% versus 38%.

However, the strength of this income effect varies sharply between countries. Sweden shows the steepest gradient, with adoption rising at every income level. Denmark displays a smoother curve, while in Finland middle-income earners cluster close together, and only the top group stands out.

This reveals an important insight: income-based adoption gaps aren't inevitable. Finland demonstrates that high overall adoption can be achieved with limited disparities while organisations invest in universal training, equal access to tools, and inclusive workplace cultures.

In contrast, Sweden illustrates the risk of inaction. A 36-point divide risks solidifying into a long-term skills gap where high-income knowledge workers become AI-fluent while lower-income knowledge workers are left behind.



7

Pioneering the next phase of AI-assisted work

While AI technologies continue to evolve and bring us significant and often unforeseen benefits across many areas of knowledge work, they also challenge our established ways of working. With almost everything now dependent on digital environments, cybersecurity has become more critical than ever. At the same time, we must develop new practices to ensure we truly reap the benefits of our emerging AI-assisted ways of working. Solita has developed both a secure company-level platform and a teamwork-based approach to working with AI.

Solita FunctionAI: Secure and scalable AI on your terms

One example of how organisations can address these challenges is through enterprise-grade AI platforms.

Solita has developed Solita FunctionAI, a secure, modular, large language model (LLM) platform designed to accelerate enterprise adoption of GenAI. The platform directly addresses several of the challenges identified in this report: lack of internal guidelines, security concerns, and the difficulty of scaling AI usage across organisations.

The platform enables use of the leading LLMs, including the most popular models by OpenAI (GPT models), Anthropic (Claude models), and Google (Gemini models), while maintaining full control over data, costs, and compliance. Unlike ready-made SaaS tools, organisations decide where the platform runs, which models to use, and how sensitive data is protected.

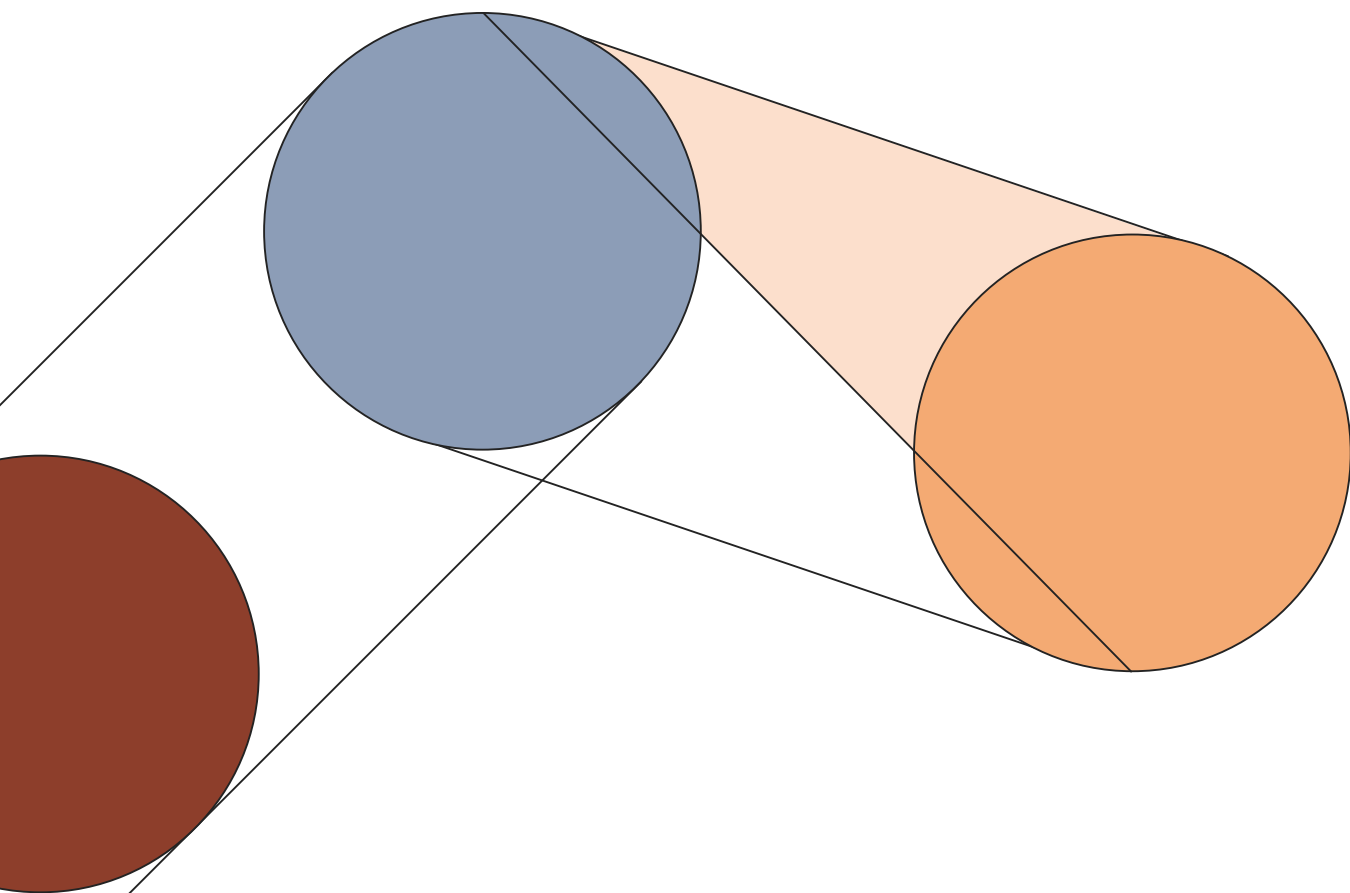
The platform is built to support the most demanding use cases:

- **Security and control:** Data is protected according to the organisation's own requirements, with the option to run in the cloud, on private infrastructure, or completely offline.
- **Cost control:** Centralised AI usage avoids duplicate licences and enables detailed control over model selection, caching, and workflow reuse.
- **Rapid implementation:** Ready-made accelerators and modular plug-ins support fast deployment of AI-powered solutions and workflows.

- **Flexibility:** Broad integration with business systems, and the ability to combine multiple vendors' AI models with the company's own data.
- **Architectural considerations:** AI projects often add complexity to IT environments. Solita FunctionAI is built to support scalable, future-proof architectures that organisations can maintain and evolve with ease.

“Organisations operating in regulated or sensitive environments often struggle to scale AI due to strict requirements for governance, security and data handling. Without an operational layer that embeds these controls, AI initiatives remain difficult to deploy and scale. FunctionAI is designed to address this operational gap”, says Niklas Liedholm, Head of AI at Solita Sweden.

[Read more about Solita FunctionAI here.](#)





Solita CollabAI: Revolutionising teamwork with GenAI

Solita has developed the CollabAI method, a new approach to AI-assisted development and design. The Solita CollabAI model uses GenAI to bridge a multi-disciplinary team working on a shared challenge.

Team members work collaboratively with a pre-built context and GenAI running on the screen. The CollabAI model enables teams to create a first iteration on the spot and begin working immediately on actual hypothetical versions of the solution.

“This approach increases effective and inclusive collaboration, drawing inspiration from similar models used by AI-native companies,” says Johannes Hirvonsalo, SVP, Design & Strategy, at Solita.

Solita’s research findings show that GenAI enables companies to run experiments up to 100 times faster. However, speed is only a means to an end. More importantly, it creates greater impact by increasing the number of iterations and freeing up time from alignment and planning for actual value-creating work.

Solita and the European Commission's AI Pact

Solita joined the European Commission's AI Pact in 2024 and remains committed to its core principles. As part of the Pact, we continue to advance responsible AI practices by implementing an AI governance strategy, identifying high-risk AI systems, and promoting AI literacy and awareness among our staff. The EU AI Act is a legal framework that regulates the use of AI systems according to the level of risk they pose. The many obligations in the law will take effect in stages over the next years. The AI Pact supports the companies' and organisations' voluntary commitments to start applying the principles of the AI Act already ahead of its application.

“Joining the AI Pact reflects Solita's commitment to turning responsible AI principles into actionable practices. While the implementation details of the AI Act are still forming, the AI Pact provides a platform for collaboration and exchanging best practices in the responsible use of AI. By advancing our own efforts in critical areas such as AI governance and literacy, we gain practical experience that strengthens our ability to advise our customers on their path towards AI Act compliance and beyond”, says Aleksi Nieminen, Senior Legal Counsel, at Solita.



8

Three imperatives for 2026

The past year has shown that Nordic organisations can move fast when they prioritise AI adoption. Our survey reveals three strategic areas that will shape organisational competitiveness as AI becomes standard infrastructure. Based on the patterns we've observed across 3,000 knowledge workers, these actions offer the clearest path forward for organisations ready to build on early momentum.

1

Close the AI literacy gap urgently

Up to 80% of Nordic knowledge workers expect AI to transform their work, yet only 6–14% consider AI literacy critical for their careers. This 70-point gap is no longer a curiosity. It's an organisational risk.

Make AI literacy a core skill, not a side project. Introduce mandatory training, clear progression paths, and time dedicated to experimentation. Tie AI competence to performance reviews and leadership evaluations.

Organisations that invest in AI literacy now and build a culture where AI is used in everyday work will be the ones that actually integrate AI into their core processes and ways of working. Those that don't won't capture the benefits and will fall behind competitors who do.

2

Shift from a speed to a quality narrative

Denmark's success shows what maturity looks like: 66% of users adopt GenAI to improve quality (far more than in Finland or Sweden), and they also report the highest daily usage and the strongest critical-thinking gains.

Reframe AI adoption around better work, not faster work. Encourage teams to measure quality outcomes, share best prompts, and evaluate AI outputs critically. Build cultures where reflection matters as much as productivity.

Quality-driven usage builds sustainable habits and deeper engagement. Speed-focused adoption risks superficial implementation that fails to deliver lasting value.

3

Build governance to enable growth

The EU AI Act is here. Yet 14% of Swedish, 10% of Danish and 7% of Finnish organisations still lack AI guidelines, and up to 11% of employees don't know if they exist. Without structure, AI maturity collapses under uncertainty and mistrust.

Create clear, human-centred governance frameworks. Communicate them widely. Train managers to explain, not just distribute, rules. Make accountability and transparency as visible as enthusiasm.

Denmark proves the point: with 71% of employees consistently following clear guidelines, the country also leads in adoption rates. Governance doesn't slow innovation. It unlocks it.

The opportunity ahead

The Nordics have every advantage to lead the AI era: trust, education, collaboration, and ambition. What's missing is urgency.

Building responsible AI capabilities isn't simply about compliance. It's about creating the conditions for long-term trust, resilience and innovation.

Those who invest in literacy, quality, and governance today will be the ones who move fastest tomorrow.



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Are you looking for a partner to deploy AI solutions?

Solita is an AI and data transformation company employing more than 2,100 specialists in Europe.

Read more on Solita's website at solita.fi or ask our AI solutions experts for more information.



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