

BIRGER MAGNUS



Birger Magnus has a broad professional experience covering emerging technologies, management consulting, private equity, energy, insurance, shipping, airlines, media and digital media, entertainment, and publishing.

Birger is Chair of the Norwegian Broadcasting Corp. and Working Group Two AS, a joint venture between Cisco and Telenor offering new cloud-based software to the mobile telecoms sector. He is also Chair of Oda AS which delivers online groceries in Norway, Germany and Finland, and a Board member at Harvard Business Publishing. Birger is also Chair of Holmenkollen Ski Festival, the charity Active Against Cancer Foundation and Norsk Klimastiftelse.

From 2013 to 2025, Birger was Chair of Xeneta, the leading provider of pricing information for the container-shipping industry.

His career has been centred on leading digital transformation programmes in sectors such as media, insurance, energy and shipping, and he has hands-on experience of digital start-up and growth companies working with founders to scale and build sustainable companies.

During the 13 years Birger spent with Schibsted media group including as Deputy CEO, he led the digital transformation that allowed Schibsted to expand beyond Norway and put it at the forefront of digital-media business models. The work became a Harvard Business School Case Study.

Before joining Schibsted, Birger was the Managing Partner of McKinsey & Co., Norway.



Major Career Roles

Deputy CEO, Schibsted ASA
Managing Partner, McKinsey & Co., Norway
Chair, Norwegian Broadcasting Corp.
Chair, Storebrand ASA
Chair, Oda Norway AS
Chair, Xeneta AS
Chair, WG2

Other Career Highlights

Independent Chair, Statoil Fuel & Retail ASA
Independent Chair, Hafslund ASA
Board member, Scandinavian Airlines Systems (SAS)
Chair, Verdens Gang AS
Chair, Aftenposten AS
Chair, Svenska Dagbladet
Chair, Aftonbladet Hierta
Vice Chair, Aschehoug AS
Independent Board member, Nera ASA
Board member, WeVideo Inc.
Chair, bMenu AS