

I LIKE THE DREAMS OF THE FUTURE BETTER THAN THE HISTORY OF THE PAST - EVERY MAN IS THE ARCHITECT OF HIS OWN FUTURE YOU KNOW - BUT WE HAVE MET THE ENEMY, AND HE IS US SO WE MUST KEEP ON GOING, AND THE CHANCES ARE THAT WE WILL STUMBLE ON SOMETHING, PERHAPS WHEN WE LEAST EXPECT IT. I NEVER HEARD OF ANYONE EVER STUMBLIN ON SOMETHING SITTING DOWN AND REMEMBER WHEN YOU REACH THE MOUNTAINTOP THE CLIMB ONLY BEGINS

**Doctor of Philosophy Industrial Relations**

London School of Economics 1997-2000

Master of Science Technical and  
Professional Communication

Florida Institute of Technology 1994-1995

Bachelor of Arts Political Science and  
Mass Communication 1988-1990  
University of Iceland

Associated Arts Degree in Art and Languages  
Breidholt Community Collage  
1982-1987

**President**

**Reykjavik University** 2007 – currently

Board of Directors  
Landsbankinn hf. 2007- currently

Deputy to the CEO  
Actavis Group 2005-2007  
One of the largest generic pharmaceutical  
company in the world

Chief Executive of Strategy and  
Organizational Development  
Actavis Group 2004-2005

Assistant Professor in the Faculty of Economics  
and Business Administration University of Iceland  
1997-2007

Managing Director and Managing Partner  
IMG Gallup/Deloitte 1995-2004

Marketing Director  
Independent Media Inc. Iceland  
1992-1994

Assistant Director of Advertising  
Independent Media Inc. Iceland  
1989-1991

Ad agent  
Independent Media Inc. Iceland  
1986-1988