



Certified Advanced
AI Leader

DATE ISSUED

September 2026



Lead with AI

VALID UNTIL
MARCH 2027

This Certifies That

Tormod Nymoen

Has Demonstrated Practical Expertise By Implementing
A Minimum Of Six AI Assistants.

Hereby Recognized As A

Certified Advanced
AI Leader

CONDUCTED BY

Phil Kirschner

TRANSFORMATION PARTNER, LEAD WITH AI

CONDUCTED BY

Daan van Rossum

FOUNDER & CEO, LEAD WITH AI

CONDUCTED BY

Henrik Jarleskog

MD, EUROPE, LEAD WITH AI

Lead with AI

FROM ADVANIA ALT LAUNCH TO MARKET ACTION IN THREE DAYS

How I used Microsoft 365 Copilot agents to turn fragmented information into a market position and sales campaign.

THE PROBLEM

How could fragmented launch information become a clear Norwegian market position—and sales action—fast?

72-HOUR SPRINT

1 18 AUGUST 2026

ADVANIA ALT LAUNCHED

Public launch across Europe
Fragments needed Norwegian direction

2 18-20 AUGUST

AI AGENTS AT WORK

Copilot gathered and grounded evidence
Agents challenged the market position

3 21 AUGUST · MORNING

CAMPAIGN TO CMO

Sales campaign completed
Presented to Norway's CMO that morning

3 DAYS

MARKET POSITION

Microsoft-first + Advania ALT as a complementary Trusted AI layer with AI Sovereignty

LEAD WITH AI

KEY LEARNING

AI accelerated the work; human judgment set the direction.

THE RESULT

A clear Norwegian market position and a concrete sales campaign—in 72 hours.