


# Nordic AI Knowledge & Guidance Lead, Nordic Customer Experience and Engagement

Would you like to turn trusted business knowledge into reliable AI-enabled guidance for customer service? We are looking for an experienced lead to establish and manage how this knowledge is structured, governed and used across the Nordics. You will connect business and technology teams to keep guidance accurate, reusable and continuously improved.

**About our team**

The Nordic Customer Experience and Engagement team is a newly established team within Nordea's Personal Banking business, responsible for developing and driving a common Nordic approach to customer service. We take an end-to-end perspective on the service model and work across the Nordic countries to identify development opportunities, drive transformation and strengthen the customer experience through a more integrated Nordic approach.

Collaboration. Ownership. Passion. Courage. These are the values that guide us in how we work and make decisions, and we hope you share them with us.

Location is any of the Nordic countries.

**What you'll be doing:**

- In this business-focused leadership role, you will ensure that approved processes, policies and operational knowledge are translated into reliable, AI-adapted guidance across relevant customer service channels. You will act as a key link between the business teams that own the knowledge and the teams developing and operating AI-

enabled solutions. You will establish a controlled and sustainable Nordic approach to managing AI-adapted knowledge

**Your main responsibilities will include:**

- Owning the business lifecycle for AI-adapted knowledge and guidance
- Prioritising knowledge needs based on customer, operational and business value
- Coordinating content development, quality assurance and controlled publishing
- Ensuring traceability, clear ownership and appropriate governance
- Using performance insights and feedback to drive continuous improvement

You will collaborate across the Nordic countries with business teams, process owners, Risk and Compliance, knowledge specialists and technical AI teams to ensure that content is aligned with approved business rules and can be effectively used in AI-enabled customer service.

**Who you are**

**Your background and skills include:**

- At least 5 years of relevant experience in customer service, knowledge management, content governance or business process development
- Experience in structuring, governing and maintaining operational knowledge to support consistent customer guidance
- Strong understanding of generative AI, including its practical applications, limitations and governance requirements in customer service
- Experience in content lifecycle management and quality assurance
- Experience collaborating with Risk, Compliance and process owners in a regulated environment
- Experience in leading cross-functional collaboration without formal authority
- Ability to work effectively with technical teams and understand how content quality influences AI performance. Deep technical or engineering expertise is not required

**To succeed in this role, we believe that you:**

- Can create clarity in an emerging area where roles, processes and standards may still be developing
- Communicate complex topics in a practical and accessible way
- Build trust across business and technology teams and are comfortable challenging unclear ownership or ways of working
- Combine attention to detail with the ability to prioritise and drive progress while maintaining strong governance

**Why this role matters:**

- AI-enabled customer service depends on more than technology. Its reliability is determined by the quality, structure and governance of the knowledge it uses.

In this role, you will help build the connection between trusted business knowledge and AI-enabled customer guidance. By establishing a common Nordic approach, you will contribute to greater consistency, reduced operational risk and a reusable knowledge foundation that can support customer service across channels and AI-enabled solutions.

If this sounds like you, get in touch!

**Next steps**

Submit your application no later than 23/11/2026. For more information, you're welcome to contact Carolin Runnquist, carolin.runnquist@nordea.com .

We enable dreams and aspirations for a greater good.

We build relationships. We add a personal touch to everything we do – when advising our customers, collaborating with colleagues, and meeting our potential candidates.

We learn and develop. We take pride in being experts and thinking ahead. We use our expertise to meet our customers' needs, from the simplest to the most complex. We bring a growth mindset to our work that enables us to focus on a broader perspective in our daily challenges.

We lead change. We are responsible and aware of the impact of our decisions, both for our customers and for our local and global communities. Mindful of our responsibility towards current and future generations, we have made sustainability an integrated part of our business strategy.

We are Nordea. We have a 200-year history of supporting and growing the Nordic economies and our values are deeply rooted in these open, progressive and collaborative societies. As one of the biggest employers in the Nordics, Poland and Estonia, you have excellent opportunities to evolve, develop and move forward with us.

If you are an external consultant interested in this role and wish to apply please contact the hiring people leader for separate instruction on how to apply.

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**Ansøgningsfrist**
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Nordic AI Knowledge & Guidance Lead, Nordic Customer Experience and Engagement

**Kontaktperson**
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