



## Karl Lillrud

**One of global Top 50 experts on digitization and online growth**

Awarded by Global Gurus as TOP30 Motivational Speakers in 2022, voted TOP 50 eCommerce speaker, TOP 30 Business Coaches 2022, TOP 50 eCommerce expert, TOP 30 eCommerce influencer, TEDx speaker, Best selling author, and online growth mentor.

## Karl's biography

### Karl Lillrud Award-winning Speaker

Karl Lillrud is known as one of the world's TOP 30 Ecommerce and Online Business experts, generating 300% increased Sales. Enabling companies to transform into the world of Digital Commerce.

The world top speakers on future, innovation, and leadership for business growth online, Karl Lillrud educates your audience on subjects related to business growth, online, e-commerce, [consumer behavior](#), internet-based business, and online strategies.

With an extensive experience from Unicorn Start-ups to Fortune 500 companies in multiple industries i.e. from Internet-based, E-Commerce, Retail, Automotive, Pharmaceuticals, Government, Telecom, Bank and finance, Media and more.

As a speaker, Karl empower his audience by sharing his passion and experience. He makes sure that the audience leave the event with new knowledge, methods, and tools that they can apply in their environment that make their companies grow faster.

Karl Lillrud is a best-selling [author](#) of 6 books, two times TEDx speaker. Has been honored as one of the world's top 50 ecommerce experts and world's top 30 ecommerce influencers.

He is also named as one of the world's top 50 speakers on online growth and ecommerce, and on the Top 30 list of the best Business coaches.

With a burning interest in Digital Commerce, the growth of global e-commerce and retail, Karl started to study customer behavior and customer psychology to understand the reasoning between a paying customer and a window shopper. But also, to understand why e-commerce conversion is around 3% as compared to retail conversion of around 57%.

He started his first business at age 16, today 25 years later he helps organizations like Volvo, H&M, Spotify business, AstraZeneca, 3, Tele2, TUI and many more to scale their business, convert bottlenecks to opportunities and build both internal and external Success factors.

Karl helped over 1000 e-commerce stores increase their conversion and market growth worldwide and to

operate more efficiently, where he generates over 300% in increased conversion.

## Karl's talks

- **The Future of e-commerce**

Examining what the future of retails and e-commerce will look like. Post COVID-19 and with younger generations with new consumer behavior and expectations change the requirements for the industry.

- **How to Increase Sales Online**

With a track record of increasing conversion for global companies by more than 300% and been conversion optimizing over 1000 ecommerce sites globally.

- **Consumer Behavior**

I founded the very first interior design store in the Nordic countries back in 2001. That gave me an opportunity to understand the consumer at a grassroot stage, where the behavior model was diverse and with low level of experience. Since then the world have changed, and I have stayed in the forefront of innovation and will inspire you to do the same to drive your business rather than having it follow the leaders and competitors.

- **E-Commerce Post Covid-19**

We have seen an amazing development in the reach for online business as a result of our limited movement due to Covid-19.

Many online companies are now preparing for the backlash of the extreme growth and high cashflow. I will show you how to prepare to keep that growth rather than preparing for the backlash.

Sounds impossible, some might say, but I made it possible for many of the companies I have worked with. By understanding converting traffic and distracting data.

- **Understanding Window Shopping**

Why we see on an average about 3% conversion online not all are window shoppers. How to segment your visitors to find tagger groups and hack the conversion formula.