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Onomondo

Press Package

Onomondo reshapes telecom and now accelerates growth with strengthened leadership.

Wednesday, 5 March 2025

With Rasmus Jensen as the new CEO, Onomondo is well-positioned to strengthen and advance the company's unique technological leadership in a global billion-dollar market.

Onomondo's unique software-based connectivity technology has gained strong market traction. The customer portfolio is strong and includes more than 500 companies in 62 countries, and revenue increased by 115% in 2024 (84% in 2023). A strategic group of experienced and insightful investors make up the ownership group, and Onomondo has already secured the capital needed for future growth. The market is vast and characterized by the traditional approach of telecom companies, and Onomondo continues to successfully challenge the established players, notably in 2023 with the launch of the purely digital SIM card, SoftSIM.

In light of this, Onomondo's co-founder and former CEO, Michael Karlsen, will transition to the role of Co-Founder, focusing on Onomondo's key strategic relationships among customers and partners, particularly large, global partnerships.

"Onomondo's potential is immense and I've been looking forward to a situation where I could work more with the future, major partnerships, and the long term. This aligns with my strengths, it's a position we've now created for ourselves as a company, and it will now be the center of my role. I want to spend all my energy on the relationships that are the most strategically important for Onomondo, and now we have a new CEO who brings exceptional strength across other critical leadership areas that are also crucial for Onomondo's next phase of growth," says Michael Karlsen.

Taking the CEO position is Rasmus Jensen, who joins from his role as Chief Revenue Officer at Templafy, a company whose growth journey can be compared to Onomondo's. Rasmus Jensen was at Templafy for more than eight years, during which time Templafy grew by 5000%, establishing itself as one of Denmark's great entrepreneurial success stories. Before that, he served as CCO at Mofibo, and before that he spent eight years at TDC, giving him experience in the telecom industry, although Onomondo operates in a different space and with a different perspective. Onomondo's overall strategic direction is about simplifying IoT telecom solutions for companies, and transforming them into software that drives growth and efficiency across multiple areas, delivered as a service (SaaS). Rasmus Jensen's experience makes him uniquely qualified for this role, and he carefully evaluated Onomondo's potential before accepting the position.

"Onomondo is challenging a huge market with a unique technology and a distinctive approach of integrating with operators, made possible by two truly visionary founders. My role will primarily be to optimally optimize Onomondo's machine for scaling, and then Michael and Henrik Aagaard can focus on the many new opportunities and continued innovations that the company is now scaled to be able to embrace and, so to speak, lay the boards far out for Onomondo's future," says Rasmus Jensen.

Blue Ocean

Onomondo fundamentally creates better coverage for devices that are connected to the internet. Both the devices that consumers interact with in everyday life, such as pay-as-you-go bikes from Donkey Republic or smart beer dispensers from Carlsberg, and the devices that are part of industrial supply chains, such as containers on board Maersk's fleet or PostNord's trucks. The company's great achievement is that Onomondo has built its own core network, which is connected to almost 700 networks in more than 180 countries. The network is built exclusively for the Internet of Things (IoT) and was launched in 2018. When an IoT device is on Onomondo's network, it maintains the strongest coverage and can, without friction, seamlessly cross borders and switch from network to network without security risks or loss of connectivity. This explains, for example, why a company like Maersk is not only a major customer that uses Onomondo to connect their global container fleet, but also holds ownership in the company and sits on its board.

"For Maersk, for example, Onomondo's solution means that their customers can climate control their freight. If the supermarkets are short of ripe avocados, the supplier can adjust container climates to ensure that the avocados are ripe when they arrive. This is just one concrete example of how Onomondo's technology helps save resources and reduce waste on a global scale," explains Rasmus Jensen.

The major deals in Onomondo's market typically span several years. While the process for closing these deals can be lengthy, they provide highly predictable revenue growth when they are in place.

Chairman of the Board, Jorgen Smidt, who has a long career in the telecom industry and 20+ years in venture capital, notes that Onomondo effectively operates in a Blue Ocean.

"To put it bluntly, we don't have to compete to keep growing at 100 percent per year. Our technology is unique, the market is vast and growing, and as potential customers discover what our solutions can do, they want to work with us. We reduce costs, we eliminate friction, and we significantly enhance digital security. These have been the three main barriers to the rollout of the Internet of Things, but that's no longer the case," says Jorgen Smidt.

Onomondo has just signed and will announce in the coming weeks an agreement that will significantly boost growth and revenue in 2025 and also in the coming years.

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The problem

When your phone loses connection, it's frustrating. When IoT devices lose connection, industries shut down.

IoT keeps industries running. But when connectivity fails, businesses have no control – until it's too late.

91% of businesses experience network outages at least once a quarter.*

Most don't know until it's too late.

*Digi, 2023

What we do

Onomondo is a global IoT cellular network, unifying 680+ carriers into one.

With full visibility and control, businesses can manage connectivity their way—no blind spots, no lock-in, just reliable and flexible coverage.

Before Onomondo:

Locked into one network, no control

- Businesses are stuck with a single provider and no flexibility.
- Connectivity failures are invisible and only discovered through complaints.
- No way to optimize or troubleshoot new IoT projects.

Network: No Signal

Last Known Location:

55.6761° N, 12.5683° W

Status: Re-authenticating...

With Onomondo:

A full IoT core network, with total control

- Onomondo is a global IoT network with 680+ providers in one.
- Real-time visibility into every single connection to solve issues fast.
- Total control over device performance for optimizing costs and scaling faster.

Network: LTE

Location:

40.2204° N, 74.0118° W

Temperature: 77.2° C

Meet the team



Rasmus Hedelund Jensen, CEO

Rasmus Hedelund Jensen is the CEO of Onomondo, bringing a strong track record of scaling global businesses in technology and telecommunications. Before joining Onomondo, he spent eight years at Templafy, where he built the commercial team from the ground up into a global organization of 100+ employees, driving significant revenue growth and helping secure over \$100M in venture funding.

He also brings scale-up experience from Mofibo (exit in 2016) and spent seven years in leadership roles at TDC, Denmark's leading telecom provider. His hands-on, execution-driven approach makes him a transformational leader focused on efficiency, growth, and delivering tangible results. At Onomondo, he is driving the company's mission to create better connectivity for every thing, ensuring businesses worldwide can achieve more with seamless, scalable, and smarter IoT solutions.



Michael Karlsen, Co-founder

Michael Freundt Karlsen is the Co-founder of Onomondo, and spearheading the company's largest strategic partnerships and long term strategy. A serial entrepreneur and former CFO of Playdead, he co-founded and launched Onomondo in 2018 with Henrik Aagaard to redefine IoT connectivity.

Under his leadership as CEO up until early 2025, Onomondo expanded to over 180 countries, integrating with 600+ operators to offer seamless, secure, and scalable connectivity. With his unique combination of industry and technology understanding and market insights he is focused on combining Onomondo's unique technical capabilities into the strongest seamless innovative solutions for digitizing the world's largest industries through truly scalable IoT.

Meet the team



Henrik Aagaard, CTO, Co-founder

Henrik Aagaard is the Chief Technology Officer and Co-founder of Onomondo. With a background in telecommunications and networking software, he co-founded Onomondo to solve the root causes of the world's IoT connectivity challenges.

Under his leadership Onomondo has transformed the way an IoT network can be structured, pioneering cloud native core architecture, full integrations to 600+ networks in 180+ countries, and truly innovative management features embracing a web-mind-set in a telecom world. "Ask more from your network" is a popular phrase governing Henriks design attitude towards expanding the role and responsibility connectivity plays in IoT, something that is seen throughout the architecture of Onomondo. By transforming IoT connectivity in this spirit, Henrik and the Onomondo team are breaking barriers for truly global solutions.



Nicolai Troensegaard, CFO

Nicolai Troensegaard is the Chief Financial Officer at Onomondo, bringing deep expertise in finance, strategy, and transformation within the telecommunications sector. With leadership roles at TDC Group and Nuuday, he has successfully driven large-scale financial and operational initiatives, optimizing corporate strategy, financial planning, and business transformation.

His leadership blends hands-on execution with a data-driven, empowering approach, fostering trust and alignment across teams and stakeholders. Balancing risk management with high-growth scalability, Nicolai he ensures the company's financial framework enables rapid innovation, scalable growth, and long-term stability, so customers can rely on a more efficient, cost-effective, and future-proof IoT connectivity solution

Meet the team



Mille Hertz, CPO

Mille Hertz is the Chief People Officer at Onomondo, where she leverages 15+ years of cross-industry leadership experience, including telecommunications, to scale and transform organizations. Known for her strategic mindset and deep business understanding, she builds people-centric, high-performing workplaces that drive engagement and sustainable growth.

With leadership roles at companies like Maersk, Nets, and Oatly, Mille has a proven track record in organizational development, culture transformation, and aligning people strategies with business success. She is driven by delivering results that make sense—ensuring scalable growth through strategic and people-first solutions. At Onomondo, she is shaping a dynamic, scalable organization, ensuring the company's mission to create better connectivity for every thing is reflected in both its people and purpose.

