

BUSINESS AREA, SALES AND BUSINESS DEVELOPMENT EXECUTIVE

Exceptionally driven and results focused leader and manager of sales and business development teams with over 20 years consistent track-record of profitably developing, deploying, marketing and selling complex and innovative technical products, solutions, services and consulting to global customers.

- Build-up, lead and develop business areas with total personnel and P&L responsibility.
- Coach, motivate, lead and manage personnel to perform beyond their perceived ability.
- Manage sales and business development teams with focus on bottom-line results.
- Develop, present and execute business plans for existing and new customers and markets.
- Successfully manage complex sales cycles from lead generation to contract closure.
- Manage partners and resellers and participate in board and advisory bodies.

PROFESSIONAL EXPERIENCE SUMMARY

Owner and CEO, Moamax Consulting AB	2012 –
Regional Director Scandinavia, P3 Group	
Head of Global Sales, ICSS (alaTest)	
Interim Management Consultant, Dreamwork	
Director of Sales, Rymdbolaget (Swedish Space Corporation)	2007 – 2012
Business Area Manager, Rymdbolaget	2002 – 2007
Business Manager and acting CEO, Iquity Systems AB	2001 – 2002
Vice President Market Area Infocom, Razorfish inc.	1999 – 2001
Business Development Manager, Telia Swedtel AB	1997 – 1999
Project Manager Marketing, Telia Företag AB	1996 – 1997
Management trainee program, Telia AB Region Syd	1994 – 1996

BOARD APPOINTMENTS, ADVISORY POSITIONS

European Space Agency, Data, Operations, Science & Technology Advisory Group	2011 – 2012
European Space Agency, Ground Segment Coordination Body	2010 – 2012
Prioranet Canada inc., Lethbridge, Canada, Member Board of Directors	2009 – 2012
LSE Space Engineering AG, Munich, Germany, Member Board of Directors	2004 – 2007
Svenska Basboxbolaget AB, Stockholm, Member Board of Directors	2004 – 2007
Space Media Network AB, Lund, Member Board of Directors	2003 – 2006

EDUCATION

Master of Business Administration and Information Technology

European Business School, Oestrich-Winkel, Germany. Dipl.-Wirtschaftsinformatiker	1989 – 1994
San Diego State University, San Diego. Studies of Computer Science	1992
Regents College, London, UK. Studies of International Business Administration	1991
European School, Karlsruhe, Germany. European baccalaureate	1986 – 1989
Tabor Academy, Marion, Mass., USA	1985 – 1986
Theodor-Heuss Gymnasium, Stuttgart, Germany	1981 – 1985

LANGUAGES

Swedish	native speaker	English	as native speaker	German	as native speaker
French	good	Spanish	basic	Other	some

MISCELLANEOUS

Age: 46 **Height:** 2.04 m **Family:** Married, 2 children **MBTI:** ENTJ
Interests: golf, tennis, skiing, sailing, diving, gourmet cooking, modern art, travel, foreign cultures