

DETAILED PROFESSIONAL EXPERIENCE

Moamax Consulting AB

www.moamax.com

Owner and CEO

2012 –

Interim Management Services focusing on implementing accelerated growth and global expansion.

Regional Director, P3 Group, reporting to Management board

www.p3-group.com

Introducing P3 Group in Scandinavia. Develop local business including building up local organization. Responsible for delivery of technical consulting teams globally. Part of executive management team.

Head of Global Sales, ICSS (alaTest), reporting to owner/CEO

www.alatest.com

Led the sales team with focus on implementing and accelerating growth of B2B offering of aggregated review services to global brands, retailers and e-commerce portals. Member of executive management team.

Interim Management Consultant, Dreamwork, reported to Head of IM

www.dreamwork.com

Developed and implemented Dreamwork Interim Management business model including sales strategy, certification model and business processes. Member of Dreamwork top 50 Interim Managers.

Rymdbolaget (Swedish Space Corporation)

www.ssc.se

Sales Director, Satellite Management Services, reported to group SVP Sales

2007 – 2012

Successfully managed sales of highly complex mission-critical Satellite Management Services to the global Space and Defense Community. Strategic key account responsibility for the most demanding customers. Continuously negotiated, managed and developed contracts worth 250 MSEK per year. Directed subsidiaries and partner companies' sales and business development activities across the globe. Embedded at partner Universal Space Network, inc. in the US with diplomatic status, developing business with NASA and DoD. Founded joint venture Prianet Canada inc. together with partner Blackbridge.

Business Area Manager, Teleport Services, reported to President SaMS

2002 – 2007

Built-up new business area Teleport Services with total P&L (30 MSEK/year) and personnel responsibility for fifteen engineers and two sales managers. Spearheaded development and implementation of IP-TV playout and distribution through partnerships and contracts with governmental, commercial, residential, technological and political actors who drove this field forward. Developed VSAT business to energy and maritime sector. Founded Svenska Basboxbolaget AB and Space Media Network AB.

Iquity Systems AB

Business Manager, acting CEO, reported to CEO/board

2001 – 2002

Responsible for sales and the deployment of the MobileMedia™ platform in central Europe. Worked with customers such as Vodafone, T-Mobile, mmO2 and TeliaSonera. Developed excellent relations with key global media agencies such as Carat, BBDO and TBWA to promote and implement mobile media solutions. Selected by the board and employees to guide the company during its final stage following a failed IPO. Personnel responsibility for thirty-five employees. Orderly and structured liquidation of the company.

Razorfish, inc.

www.razorfish.com

Vice President, Market Area Infocom, reported to EVP Europe

1999 – 2001

Led and managed all business development, client relations and solutions delivery of the most renowned and profitable interactive business transformation services to large European clients (Nokia, Ericsson, Deutsche Telekom, Vodafone, Eurotel, SAP, Spray etc.). Yearly turnover of 20 MEuro generated within the Market Area. Personnel responsibility for five client managers at the Stockholm office and indirect responsibility for 150 consultants at the seven European Razorfish offices.

Telia AB

www.telia.se

Business Development Manager, Telia Swedtel AB, reported to VP Business Development

1997 – 1999

Responsible for global sales of Internet Transit Services to enable the extension of Telias global Internet Services. Significant business development efforts on all continents, fronting the Sales team.

Project Manager Marketing, Telia Företag AB, reported to VP Marketing

1996 – 1997

Led a 12-person team in charge of developing, deploying, marketing and selling Telias first Internet solutions towards corporate customers. From 0 to over 5 000 corporate customers in one year.

Management trainee program, Telia AB Region Syd

1994 – 1996