

## PRESENTATION LETTER

Dear Sir/Madam,

My name is Karl Magnusson and I am an exceptionally driven and results focused leader and manager with over twenty years operative experience of building and developing sales and business development oriented business areas in the global Telecoms, IT, Internet, Media and Space industries with full P&L responsibility.

Additionally, I have strategic experience of leadership teams, turnarounds, entrepreneurship, recruitment, M&A, value-based solution selling, key account management, board membership, divestment of unprofitable entities, representing Sweden in the European Space Agency and living and working abroad.

My experience of international business management and sales enable me to quickly formulate business plans that develop, change and improve companies' organization, sales and business models.

Now I work as **Interim Manager**, driving change processes to accelerate growth and global expansion, currently as **Regional Director** for P3 Group, helping them with their establishment in Scandinavia as well as global project delivery. Before that I had an assignment as **Head of Global Sales** at alaTest, leading the sales team to increased international sales and part of the management team.

The experiences that help me to quickly succeed also come from my previous operational roles as:

- **Sales Director** at Rymdbolaget (Swedish Space Corp.). Sales of mission-critical communications services to the most demanding customers in the global Space community. Turnover of 250MSEK.
- **Business Area Manager** at Rymdbolaget. Turnaround of business area Teleport Services into a profitable entity with P&L responsibility for 30MSEK and 17 employees (24/7 operations).
- **Business Manager** and **acting CEO** at Iquity Systems. Led business development of MobileMedia platform in Europe. Orderly and structured liquidation of the company with 35 employees.
- **Vice President** at Razorfish. Led business area that delivered interactive business transformation services to European telecom operators. Responsibility for 200MSEK turnover and 150 consultants.
- **Business Development Manager** for team at Telia that grew the global extension of Telias Internet Transit Services on all continents. Negotiated agreements with local partners.
- **Project Manager** for the team that successfully productified, marketed and sold Telias first Internet offer towards the Swedish corporate market. Growth from 0-5000 corporate customers in one year.
- **Management Trainee** at Telia learning the fundamentals of the telecommunications business.

I have an extensive university background in Business Administration and Information Technology and am fluent in Swedish, English and German as well as some French and Spanish.

My colleagues often point out my strength of quickly translating visionary targets to specific challenges and activities. Nothing gives me greater satisfaction than to coach my colleagues to deliver over their perceived ability. My own ability to deeply understand the customers and colleagues true needs and desires paired with a constant commitment to ensure that we deliver what has been promised has led to profitable relationships with happy customers, motivated colleagues and appreciation from management and controllers.

I look forward to discussing how my experiences can help You to achieve accelerated growth and expansion.

Yours truly,



Karl Magnusson