
Professional Experience

Medfield Diagnostics AB
Gothenburg, Sweden
www.medfielddiagnostics.com

Project Manager / Marketing manager 2006-03 to 2006-08

Acting as informal CEO during the start-up phase of the company, focusing on activities such as market analysis, strategic business planning and raising funds.

At Medfield I have developed a better understanding of the medical device market and the regulations for such products, as well as the issues involved in selling to the public sector. My work at Medfield is a continuance of me consulting for the company as a business development consultant at Liquidice.

Liquidice
Gothenburg, Sweden
www.liquidice.com

Founder, Self-employed 1997-08 to *present*

Consultant in business and market development focusing on creating competitive advantage for growth companies.

The founding of Liquidice has strengthened my ability to take initiatives and developed the creative sides of my personality. I have gained experience in project management as well as the administration of running a business.

Saligus AB
Gothenburg, Sweden
www.saligus.com

Business & Product Developer 2003-10 to 2005-11

Co-Founder and part of the management team. Responsible for the R&D process, including planning and managing the product development processes as well as part of the business development processes in marketing, finance and economics.

Education

Chalmers University of Techn.
Gothenburg, Sweden

M.Sc. in Entrepreneurship 60p 2002-09 to 2003-12

Master of Science in Innovations and Entrepreneurship, including studies in business development and starting up new ventures.

Grade point average: 100 % 4 or better (max. 5)

Halmstad University
Halmstad, Sweden

B.Sc. in Innovation Engineering 120p 1998-08 to 2002-06

Bachelor of Science in Innovation engineering with focus on product development and project management in the fields of mechanics and electronics.

Grade point average: 45 % 4 or better (max. 5)

Colegio Maravillas
Benalmádena, Spain

Spanish language course 2000-01 to 2000-06

21 weeks of Spanish studies.

Level reached: Advanced

Additional courses

Business administration 20p (Halmstad University)

Entrepreneurship 5p (Halmstad University)

Sales training (Chalmers Innovation Academy)

Project management (Wenell, CIA)

Leadership & personal development (Mindmatter, Illustro, CIA)

Language Proficiency

Swedish
Spanish

Native
Conversational

English
German

Fluent
Basic

Computer Skills

Very proficient in using computers and have deep knowledge about the Microsoft Windows operating system. Other software skills include Microsoft Office, Outlook, Microsoft Visio, Microsoft Project, PhotoShop, Dreamweaver, Macromedia Studio etc.

Extracurricular Activities

CE Alumni	Scholarship for best presentation 2003
	Received the CE Alumni Scholarship for best presentation at the final business review at Chalmers School of Entrepreneurship.
Nova 100 Network www.nova100.se	Ex-nova 2003-03 to <i>present</i>
	Nova 100 is an exclusive network for the most talented students and young professionals in Sweden.
Morgondagens Industri Chalmers University of Technology	Project manager 2002-09 to 2002-12
	The magazine "Morgondagens Industri" was supposed to be an insert in the largest business paper in Sweden, Dagens Industri. As project manager I was responsible for the coordination of nine persons and for the result of the project. The project was terminated due to the weak market for advertisements.
Utvecklingsingenjor.com Halmstad University www.utvecklingsingenjor.com	Project manager 2001-09 to 2002-06
	The website targets the industry and future students at the Innovation engineering program. As project manager I was responsible for the editorial material and the gathering of data from over 70 persons.
NyhemsStudenternas TF Halmstad University	Co-founder, Secretary of the board 2001-10 to 2002-06
	Association for the students living at Nyhem student apartments with the aim to improve the influence of the persons living in the area.
Män i Frack Halmstad University	Co-Founder, Member of the board 1998-09 to 2002-06
	One of the founders of this men's club with the aim to preserve the use of tails. Twice a year, we arranged a dinner for the members.
Vårflamman Sven Eriksonsgymnasiet, Borås	Sales manager 1997-12 to 1998-06
	Magazine that is distributed in connection to the yearly carnival. Responsible for selling ad space.
Elevkåren Teknis Sven Eriksonsgymnasiet, Borås www.teknisboras.se	Chairman of the board 1997-02 to 1998-04
	As chairman I acted as a link between the students, the headmaster and the municipality board.