

AVEO

ADVERTISING FOR TECHNOLOGY COMPANIES

Writer Profile Rolf Oward

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Overview

Writing mainly for the IT industry, Rolf Oward has worked as a technical copywriter and translator for more than 30 years. Clients include IBM, Motorola, Microsoft, FMV, Nokia, Ericsson, Freescale, Sandvik, and many others. Currently at the Aveo advertising agency.

Timeline

1980–1990	Various schools, training and jobs
1988–2000	Kasus. My own consulting company. Marketing and copywriting consultant
1988–1992	Interverbum. Technical copywriting, translation, and documentation
1992–1996	Translator Teknikinformation. Translation and documentation agency. (I was one of the founding fathers of the company.) I was a part-time marketing manager and part-time copywriter. Translator Teknikinformation had some 55–60 employees, now part of the Semantix Group
1996–2000	Intra Communication. An advertising agency and web site consulting agency. I worked as a copywriter, journalist, and project manager
2000–2009	Aveo. Rebranded from Kasus. Advertising agency specializing in providing marketing services for technology companies. I worked as a copywriter, translator, and project manager
2009–2011	Strato Information. Since July 1 2009, I was a joint owner of the Strato Information B2B (business-to-business) advertising agency. Servicing customers such as IBM, Ericsson, and Motorola, Strato's focus was on providing communication solutions for companies marketing their products and services to other companies. I have sold my part of the company
2011–	Aveo. My own consulting company. Advertising agency specializing in providing marketing services for technology companies. I work as a copywriter, translator, and project manager



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Sample Clients

- ABB
- BMW
- Ericsson
- Freescale
- FMV
- IBM
- Lombard Assurance (Luxembourg)
- Motorola
- Nokia
- Saab Combitech
- Sandvik

Sample Work

- Banner ads
- Brochures
- Communication planning
- Company presentations
- Customer magazines
- Data sheets
- Fact sheets
- Manuals
- Marketing strategy planning
- Newspaper articles
- Press releases
- Print ads
- Reference books
- Web copy
- White papers

Tools and Platforms

Tool experience include FrameMaker, InDesign, Photoshop, Office, OpenOffice, LibreOffice, and e-macs software. Familiar with Pascal and Fortran77 programming.

Extensive Ericsson XML Tagtool experience including DTD definition files (SEIF, for example).

At IBM the TM/2 XML tag tool was used for technical documentation text mark-up, translation and management.

Trados Studio is the translation software of choice.



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Education

Uppsala University 1976–1982	B.A. in English, Swedish, and Political Science
Uppsala University 1982–1983	Teachers' Training College (High School Teacher in Swedish and English)
Uppsala University 1983	Licentiate of Philosophy in English
IHR 1986–1987	Graduate from IHR (Graduate School of Communications)
Uppsala University 1988–	University credits in Pedagogics, Computer Science, Physics, Mathematics, and Polish

Miscellaneous

- I'm a member of the advisory board for SCT Holdings, a Luxembourg-based holding company that owns daughter companies throughout Eastern Europe, especially in Poland. The fields of operation include industrial corrosion protection, land development and real estate management
- I'm a member of the board of directors for Svensk Kommunrating, an economic and financial rating company that classifies Swedish municipalities using rating models comparable to those employed by Moody's and S&P
- Resident of Sweden

Languages

Swedish	Mother tongue
English	Fluent in speech and writing
Danish	Very good understanding
Norwegian	Very good understanding
German	Very good understanding

I translate from Danish, English, German, and Norwegian into Swedish.

Sample Client Work

ABB

- Frequency Converter Hardware Manual

Ericsson

- MMTel Manual – A Standard for Multimedia Services over IMS

BMW

- Various promotional materials ("Werbungsmaterial") for all BMW model series



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IBM

- Documentation for the AS/400 mainframe series. Now called System/400

Motorola/Freescale

- Single-Package TPMS (Tire Pressure Monitoring System) White Paper

Saab

- Air Transport Capacity Enhancement Project Manual

Sandvik

- QA140 Screener Manual



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References

- Bengt Leijonhielm, civil engineer and former CEO of the technology information company Multicom. Currently at the quality of life company Sodexo (www.sodexo.se/sv)
- Roger Hansson, M Sc Eng Phys, and currently at the technology information company EGRA konsult (www.egrakonsult.se)

Contact Information

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