

Curriculum Vitae – The history of a business woman

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Work Experience

- 05/14- International Proposals Academy, Director and Advisory Council Member. London, UK. IPA was founded by bid professionals for everyone involved in sales, business development and competitive tenders around the world, by collecting and sharing best practice as it evolves in response to market demands.
- 04/08- 0771-KONSULT. Founder and owner. Consulting bureau specialising in marketing, sales, graphic design, translations and business development. Launching of new products and services. Malmö, Sweden.
- 04/07- Smart Communication AB. Marketing & Sales Manager, part-owner, Responsible for the launch of the marketing concept Phone words, Vanity numbers in Sweden. The company is also present in Norway, Spain and Finland. Limhamn, Sweden.
- 02/04-04/07 ReadSoft AB. International Channel Sales Manager. Responsible for the business development of the company's software for automatic data capture. The focus of the work was both direct sales and the establishment and education of new resellers foremost in Italy and in the Middle East. Helsingborg, Sweden.
- 01/00-12/03 Unisys AB. Key Account Manager, sales of storage and security solutions within IT to major companies and organisations in Sweden. Working closely in partnership with EMC², Microsoft, StorageTek and Veritas. Stockholm.
- 07/99-01/00 Unisys AB. Trainee, Unisys IT & Business School, Chicago/London/Stockholm. Education within IT, sales, negotiations, contract management and presentational techniques in the U.S. and in the U.K alternated with work practice in Stockholm, Sweden.
- 01/99-05/99 EF Cultural Tours. Purchaser, purchaser of different logistical and transport solutions in Europe for American tourists with different destinations in Europe. Amsterdam, Netherlands.
- 09/98-01/99 SAMS. Scandinavian Academy of Management Studies. Market Research, project based. Interviews with politicians and influential people of public opinions in Scania, regarding their views of the future for the region with the upcoming inauguration of the Öresund Bridge. Copenhagen, Denmark.
- 05/98-07/98 Swedish Chamber of Commerce Provence. Market Research, project based scholarship. Aix-en-Provence, France.
- 06/96-08/97 EPCOT. Accounting, customer service and sales. Summer job, 2 summers. Stockholm, Sweden.

Education

- 09/94-01/99 University of Lund.
Degree: MSc of International Business Administration. Courses: MSc in Marketing, Business Administration, Economics, French, German. Lund, Sweden. 240 ECTS.
- 01/98-06/98 Ecole Supérieure de Commerce, Marseille-Provence. Courses on a Bachelor level in strategic management, logistics, finance and marketing. All courses in French. Marseille, France.

02/97-06/97	Solvay Business School. Courses on a Bachelor level; finance, international politics, strategies and marketing. Brussels, Belgium.
08/89-06/93	High School, Söderportskolan, Upper Secondary School, Economics, Kristianstad, Sweden.

Courses

2010	Web design, XHTML, CSS, Adobe Creative Cloud. University of Linné. 15 GPA
2009	Graphic Design. Adobe Photoshop, Illustrator and InDesign, Dreamweaver, Photography, Malmö University. 15 GPA
2003 -2007	Internal education, ReadSoft. Sales and product related.
1994 -1996	German language studies. 60 ECTS. University of Lund.
1995 -1998	French language studies. 60 ECTS. University of Lund.
1999 -2003	Trainee Unisys. Diverse training; sales, presentation skills, negotiations, contract management etc.
08/93-06/94	University of Goethe, German language studies, Frankfurt, Germany.

Languages

Swedish: Mother tongue. Professional writing of web pages, marketing material and financial reviews.

English: Fluent both in writing and orally. Professional assignments of translations and proofreading.

French: Fluent both in writing and orally. Professional assignments of translations from French to Swedish.

German: Fluent both in writing and orally. Professional assignments of translations from German to Swedish.

Norwegian: Very good understanding. Professional assignments of translations from Norwegian to Swedish.

Danish: Very good understanding. Assignments of translations from Danish to Swedish.

Italian: Good understanding both written and oral. Tourist level.

Computer Skills

MS Office (Word, Excel, PowerPoint), SPCS, Siebel, Adobe Creative Cloud, CSS, XHTML

Other

- Hold a trustee position at the Authority of Guardians for Malmö Community.
- References are available upon request.