
CV

LENA DANIELSSON



Profile

Business process developer, marketing manager and trainer with IT- experience and a deep sense of quality. Wide international experience. Marketing and sales experience from e.g. pharmaceuticals, medical devices, industry and trade.

Business Process Development

Initiated and implemented process optimisation and change processes for marketing, training and quality work.

Marketing

Marketing of products and services. Exports sales. Development of sales- and training material. International business and trade fair participation. Writing agreements. Managing Visual Identity, patents, trademarks, registered designs.

Trainer

Experience from training in school, business and society environments. Have held courses using Swedish, English and French in Europe, USA, Brazil and in Japan. Developed training policies, programme and –material.

Administrator, manager and leader

Line manager, Project management , Informal leadership. Coach.

Quality

Participation in the work for Certification according to ISO 9000/EN 46000. Trained in Internal Audits Trained in GxP, procedures for the Pharmaceutical industry.

IT

Super User of several Windows-programs. Training and User support.

Career

Allium Konsult	Self employed consultant, (Marketing & Sales)	Oct 2005 - Current
DynaWell Int. AB	Marketing Director	Aug 2004 – Aug 2005
DCG Nordic AB	Marketing director	Jul 2003 – Jun 2004
Allium Konsult	Consultant, Business Process Development	Mar - Jun 2003
Cap Gemini E&Y	Consultant, Business Process Development	Feb 2000–Mar 2003
Astra Tech AB	Manager, Market Communication & Support	1997 –2000
	International Product group Manager, Surgery	1989 –1997
	Export Marketing & Sales, Area Manager	1984 - 1989
Hejco AB	Market & Productco-ordinator	1982 - 1984
Accenta AB	Sales, Fiancial Services	1981 - 1982

Education

1981 Bachelor's degree in Business Administration - International Marketing, University of Gothenburg, Sweden

1977 – 1981, Additional courses (Exports law, IT, International Politics, Trade Law I & II), University of Gothenburg

Languages

Swedish (Native), English (fluent), French (well spoken and written), German (basic)