
Curriculum Vitae - Firstname Surname

Working experience:

Oct 2008- **Company A:** Company A is a forerunner in the food and drink industry and is a specialist in developing new products in the category. The company employs xxx people in Euorpe over so many sites and has a total turnover of xxMKR. The brands in their portfolio contains names like X, Y, Z and other known house hold names. In Nordics the numbers are ZZ, and Sweden is XZ.

Country Director Sweden, Member of Nordic Management team

Responsibilities Supervising the implementation of policies, goals and strategies.
Organisational development
Succession planning and talent management
Man management (6 direct reports)
P/L responsibility in the excess of XXM SEK

Results Successfully implemented the division's plans, as well as ensuring their compliance with company's rules and policies
Developed the divisions work plans, assigned work activities, projects and programs, monitored work flow, reviewed and evaluated work methods and procedures, and directing such activities to serve division's goals and plans.
Develop an annual account plan with a strategic focus directed to identifying all opportunities, selecting strategic prospects, identifying customer needs, and selling communications solutions to achieve revenue/margin and sales objectives
Successfully launched new products in the market, with remarkable sales.

Jan 2006- Sep 2008 **Company B:** A World Wide Leading brand for premium confectionary , as above explain please explain briefly what the company is about and size, location, etc.

Sales Director, Member of the Swedish Management Team.

Responsibilities Management of a Field Sales Force, and all the activities
Compliance with sales & cost budgets xxM SEK/ xxxK SEK
Coordination responsibilities with third party sales organisation in the beginning.
Man management (12 direct reports)

Results Achieve a double sales growth and distribution in one year.
Secure and expand sales force in hand with the sales development from 3 to 12 persons in 1,5 year.

Aug 2001- Dec 2005 **Company C.** A leading FMCG company with a strong drinks portfolio, as above explain please explain briefly what the company is about and size, location, etc.

Country Sales Manager

Responsibilities Handle the day to day business in grocery and Service trade.
Man management (9 direct reports) and 80 sales people in my organization.
Educating Managers within the Company C system in coaching.
Secured a well functioned organization.

Feb 1999- Jul 2001 **Company C.** A leading FMCG company with a strong drinks portfolio, as above explain please explain briefly what the company is about and size, location, etc

Senior Key Account Manager

Responsibilities Handle the central negotiations with our Key Customers
Implementation of marketing plans and campaigns
Responsible for co-ordinating the brand through our customers
Market research and analysis (Nielsen Infact, GFK household panel)
Man management (5 direct reports)

Curriculum Vitae - Firstname Surname

Jan 1997- Jan1999 **Company C.** A leading FMCG company with a strong drinks portfolio, as above explain please explain briefly what the company is about and size, location, etc

Regional Market Manager

Responsibilities Company C started a completely new organization. My responsibility at the time was local Key Account Manager and coaching the sales force.
Trade Marketing Manager
Tel Sales Manager. Start up and set this through al regions (6) in Sweden.

Jan 1994- Dec 1996 **Company D.** **Sales executive**
Jun 1992- Dec 1993 **Company E** **Store Manager**

Other Information

Education: **2003 – Om going: Internal education in different forms us:**

- Leadership
- Negotiation Technique
- Project Leading
- Sales education E.g.

1989-1993 Name of School or University, Location – Degree in ?

1985-1988 Name of High School, Location: Diploma in ?

Computer skills all MS Office applications and also Ami Pro, Lotus Notes, SAP

Language skills: Native language: Danish and fluent in Swedish, Finnish and English

Hobbies: Family and friends, sports (soccer, golf, skiing), travelling, theatre/movies.

Status: Married to Eva since 1995, two daughters (born 1999 and 2001)

Personal Profile: *I love change management. Since very young age I have found myself interested in buying and selling. I always had the highest sales numbers for Christmas Magazines (Jultidningar) and charity sales (Majblommor). My passion is to find out better ways of doing and that has influenced my choices in life very much. I enjoy motivating other people by helping them to see the benefits of thinking outside the box and to support team work to win together. Socially I feel I am very competent. I feel strongly that as long as I have manners I can approach anyone at any level and allow others to do the same.*

References will be submitted on request

Contact Details (this information helps us complete the registration and target you correctly)

Full Name
Full Address
Tel no
E-mail
Date of birth, - Social Sec No.

For the consultant it is helpful if you also disclose your current remuneration package along with your current notice period. (Lön och uppsägningstid)

It is also important that you advise if your current status is effected by a non-competition clause or something similar that effects your for some type of industry or category of products.

Also please feel free to paste in a picture of yourself.

