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SALES MANAGER

Result-focused sales leader with a thrive to be a part of the future technology.

Currently working in the HVAC environment with automation and regulating systems.

Experienced in project managing, both internal and external.

Lots of experience in partnership building, channel marketing and vertical penetration of large organisations.

Team builder, skilled in coaching internal and external organisations. Significant experience in navigating the sales and market cycles to maximise earnings. Close a high percentage of deals with major customers by leveraging a talent for negotiation and earnings.

Have broad experience within HVAC energy sector.

Successfully built the strongest brand within cabling in Sweden.

A skilled technician with a broad experience from different areas and markets.

International experienced, used to work with English as preferred company language.

AREAS OF EXPERTISE

B2B/B2C sales Partnership building Strategic Marketing System Sales Team Building IoT
5G Sales through Channels CRM Presentation and Negotiation Pricing Strategy

PROFESSIONAL EXPERIENCE

Sauter Automation AB

Stockholm 2022-

Sauter Group Group is a 400 M Euro global family-owned company founded in Switzerland 1910. Today it's one of largest within Building Automation. www.sauter.se

Head of Sales and Marketing

Responsible for sales and marketing in Sweden with full P&L

Sauter was reorganized in early 2022 with a new CEO with the aim to change direction and create a new way of working, my task is to execute and deliver.

One of my prioritized is to create clear customer goals and set a strategy for stabile growth.

We are well under way with several changes already made, but a lot of work is still ahead of us. I am currently leading a small group with technical sales, service leader and a service technician. The job varies a lot, from strategy to b2b sales.

Kinnarps Sverige Försäljnings AB**Stockholm 2021-2022**

Kinnarps is a family-owned company, established 1942 with a turnover at 3,5 BSEK.

They have 1900 employees and have business in over 40 countries. www.kinnarps.se

Sales Manager

I am responsible for the branch in Stockholm with a turnover of about 300 MSEK.

24 direct reports of the total of 43 persons working in the office.

My head task is to drive the sales through 4 sales teams and 1 bid team.

We focus to be a partner for our customers and to offer them complete solutions within office, school and care interiors.

I have a time limited assignment there one of the main tasks is to create a productive structure with a strong we-feeling.

As responsible for the largest branch in the structure it's very important that we are in the forefront in creating the future Kinnarps way.

One of my biggest contributions is my long experience from different industries which gives me a large varied tool box.

My experience from driving both sales and marketing is also an important part for the success as it's always good to know the details.

Min erfarenhet från att ansvara för både sälj och marknad är också viktig för vår framgång, helheten sitter ofta i detaljerna.

MY assignment is due to end the 31st of august.

Fortum Markets AB**Stockholm 2017- 2020**

Fortum is a 3,6 B Euro global Finnish company founded in Finland 1998. Today it's the #1 energy producer in the Nordics. www.fortum.com

Sales & Marketing Manager SmartLiving Sweden

Sales & Marketing Manager for Sweden, responsible for sales and marketing of Fortum's smart home system SmartLiving in Sweden.

SmartLiving is a cutting edge B2B smart home system aimed for new production of apartments and houses. We are currently operating in 3 markets, SE, FI and PL.

We drive the market with demand response and closely following new tech as 5G.

Responsible for moving the systems from science project to product in sales and marketing perspective including strategies, pricing etc.

This is a start-up within Fortum and part of the future strategy of the company and be part of the Smart City.

As this is a new area for Fortum I'm involved in all from development to implementation of the system.

All sales activities are demand response as we need to create the need for the system.

In this role I'm also responsible for Fortum's part in Grow Smarter, an EU project for Smarter Cities.

Representing Fortum in Strategic 5G with KTH and other relevant players as Siemens. Telia, Ericsson among others.

MANN+HUMMEL Vokes Air AB

Stockholm 2014-2016

MANN+HUMMEL Group is a 2,8 B Euro global family-owned company founded in Germany 1941. Today it's the #1 filter manufacturer in the world. www.mann-hummel.com

Manager Sales HVAC Sweden

Manager Sales HVAC Sweden, responsible for sales and marketing of filtration products in Sweden.

Responsible for 15 direct reporting sales in 11 offices, located from Luleå in the north to Helsingborg in the south.

Budget HVAC SE 2015 100+ M SEK

One of my prioritized tasks was to structure the workflow from order to delivery as MHVA had a very complicated and old-fashioned way of doing it.

Initiated, developed, and created a new ERP system built on Microsoft Dynamics 365 for the sales with the target of solving the problem above including e-commerce.

The system is to be implemented all over HVAC Europe.

Changed the company focus from small to larger customers.

Responsible for all fair activity as Nordbygg, Elmia etc for HVAC.

Involved in new product development.

Responsible for recruiting new sales.

Fläkt Woods AB

Stockholm 2012-2014

Fläkt Woods is a EUR 430 million global company that develops, manufactures, markets and distributes Intelligent Air-Technology based solutions with energy-efficient products and system solutions for buildings.

Sales & Marketing Manager Residential

Residential Manager for Sweden including sales, strategy, marketing etc.

Responsible for a 9,8 MEuro budget for Sweden.

Create and implemented strategies for sales, marketing, partner programs and channels.

My first whole year was 2013 with new fresh strategies.

Business 2013 increased 14,5% vs markets 3%, turnover increased to 10,1 MEur+ with over budget earnings. This was all time high figures.

Have been involved in product development and improvements.

Created several very successful launches of new products.

Planned and executed fairs, partner conferences and similar.

Developed new and existing partners.

Invented a successful partner evolution program.

Sales Engineer IQS Energikomfort

Stockholm 2011-2012

IQS Energikomfort is one of Swedens largest resellers of IVT Heat pumps.

Back to basics, this is true B2C work, helping people to modernize and futureproof the heat and hot water production systems in their homes.

- Design every system for their unique preferences.
- Move business to more advanced systems.
- Be one step ahead of competition.

Tyco Electronics

Stockholm 2001-2011

AMP Netconnect Solutions Division

Tyco Electronics is a USD 10,3 Billion global provider of engineered electronic components, listed on NYSE. TE has over 78000 employees around the globe. AMP Netconnects main responsibilities are to market Copper and Fibre systems for computer networks and similar.

Sales Manager AMP Netconnect Solutions Division

Manager for Sweden including sales, personnel, strategy, marketing etc.

Responsible for a USD 8,1 M budget for Sweden.

Member of Nordic Management Team with Norway, Denmark, Finland and Sweden.

Responsible for price strategies in the Nordics.

Created and implemented strategies for sales, marketing, partner programs and channels.

Developed a team consistent of two sales engineers, one in Sth and one in Gbg, one inside sales and one specialist. There was also a Nordic SAE reporting to me responsible for training and troubleshooting.

Participated and planned fairs, nordic and international meetings/conferences.

Negotiated and closed lots of significant deals with partners and colleagues, for ex. Ericsson with over 45000 installed links.

Turnaround has doubled and the market-share has moved from 12 to over 20%.

The division has under my lead moved from one in the bunch to the leading brand in our segment.

Our partner program has been very successful, it includes all the major players and covers all of Sweden.

The sales processes have been screened and changed to raise the efficiency and profitability.

Head of project to synchronize the Nordic pricing.

Started and run a project to implement CRM system in the Nordics, the first in the company worldwide.

Created and executed a new distribution strategy for Sweden.

Sales Engineer Cetetherm AB**Stockholm 1999-2001**

Cetetherm was a part of Alfa Laval, a Sweden based, 12000 employee company. They operate in many high-tech areas.

Technically advanced, lots of calculation and choices to make as every single order was special. Mostly for district heating and cooling but also industrial.

My responsibilities:

- Design every system for their unique preferences.
- Position us closer to the end-users.
- Develop the consultative sales.
- Actively participate in development of new systems.
- Move business to more advanced systems.

Sales Engineer IFÖ Sanitär AB**Stockholm 1993-1999**

IFÖ Sanitär is a part of the Sanitec Corporation. IFÖ Sanitär is the leading producer of vvs-products for bathrooms and kitchens.

My duties were:

Work and penetrate every level to gain confidence and recognition for our products.

Work closely with the resellers and help them strategically and with goal setting.

Create sales competitions to boost the selling.

My/Our successes:

- Gained market shares from 15% till 40% in our part of Sweden.
- Moved the largest customer in the area from competition to us.
- Introduced together with the Region Mgr target setting among my colleagues.

Shop salesman, Badrumsspecialisten**Stockholm 1990-1993****Technician, Duschbyggarna****Stockholm 1988-1990****Teacher, Brandbergsskolan****Stockholm 1987-1988****El-Tele consultant, ÅF Elteknik****Stockholm 1985-1987****Bartender, Visby Hotel****Gotland 1984-1985****Military Duty****Gotland 1983-1984**

Education

ÅSÖ Gymnasium / Fredrika Bremer

Stockholm 1979 - 1983

4 year El-Tele engineer education

Languages

Swedish- mother tongue.

English- excellent, company language in Fortum, M+H, FläktWoods and Tyco

German-beginner, learned in school little practice.

Other

Married with one son, 21 yo, from former marriage.

Driving licence for car and motorcycle.

Experienced with boats, both sail and motor.

Interested in cars, especially older ones.

Computer skilled, manage both Mac and PC and their office packages.

Lots of experiences from Powerpoint and Excel.

Is educated train the trainer in CRMs, MS Dynamics, Powersell and Salesforce.com.

Experience from implementation of both in different sales organizations.

Have participated in numerous professional courses, some examples:

- 7 Quality tools

- Coaching Leadership

- Work as a Chairman of the Board

- Essential of Business Leadership

- Professional Selling Skills

- Sales Negotiation

- Presentation techniques

- Outlining the Future, Strategic

Skilled user of Sverige Bygger and Byggfakta.

Technically skilled and interested.