



Objective

Driven business executive with 17 years industry & international management experience in telecom IT, media & entertainment seeking challenging position. Specializing in leading business-critical, high-tech, cross-functional programs and managing operation of dynamic, fast-growing companies. Long-standing track record of setting objectives & leading multi-functional teams in strategic & operational assignments to deliver excellent results under challenging conditions.

Work experience

September 2005-
Present



Chief Operating Officer, EA Digital Illusions (DICE) / Electronic Arts (Stockholm, Sweden)

- Responsible for growing production capacity, organize development, create efficient processes, secure competence supply and manage daily operations during a highly dynamic and expansive phase.
- Doubled **production capacity** through growth, scalability and outsourcing, while sustaining quality and efficiency, contributing to **doubled revenue** (\$100M order of magnitude) & **profit**.
- Demonstrated **strong leadership through managing 300 persons** in Development, Outsourcing, Localization, QA, IT & Facilities to set challenging objectives & deliver excellent results. Achieved **100% employee satisfaction** in yearly surveys.

April 2003 -
September 2005



Program manager (Principal consultant) Capgemini Telecom&Media (Stockholm, Sweden)

- Delivery and P&L responsible for major fixed-price System Integration & Outsourcing programs.
- Responsible for major assignments, bids, turn-around projects and coaching engagement managers.
 - *Business Implementation and Transformation management of major CRM consolidation - Change management of 2,500 users, migration of 500,000 customer & 800,000 installations.*
 - *Delivery Director Capgemini Finland - Delivery & P&L responsible for major assignments.*
 - *Bid Director - Billing Replacement & Business Process Outsourcing for 20 countries.*
 - *Bid Manager - Won EUR 20M Outsourcing deal for Portal & e-commerce development.*

November 1999 -
April 2003



Senior Consultant and Strategic Advisor, Northstream¹ (Stockholm, Sweden)

- Responsible for managing some of Northstream's largest assignments.
- Account manager for Northstream's most valuable client, Achieved highest sales & chargeability.
 - *Project Director - Managed Product Launch and Operations of Mobile Application start-up.*
 - *Manager, 3G License Application - Created optimum business plan, bid strategy and application.*
 - *Program Manager - Lead Sweden's first 3G Product development and launch program for 3G start-up, managed seven cross-functional Product development teams of 100 persons, 80k hours.*
 - *Program Manager - Developed & launched Europe's first Mobile Internet service. 70 p, US\$20M.*

November 1996 -
November 1999



Senior Manager, Project Office, 3G Mobile Systems, Nippon Ericsson (Tokyo, Japan)

- Responsible for 3G projects in Japan, sales support, delivery, market introduction and acceptance.

Senior Project Manager, NTT DoCoMo & Japan Telecom, Ericsson (Stockholm, Sweden)

- **Delivered the world's first 3G Mobile System to NTT DoCoMo in December 1997.**

Total Project Manager, Ericsson (Dallas, Texas, USA and Stockholm, Sweden)

- Responsible for Total Project - 'The Americas' market release of Mobile system, phones and services.

March 1993 -
November 1996



Senior Manager - Field Support Department, Ericsson-Toshiba (Shin Yokohama, Japan)

- Head of Field Support for all Ericsson networks in Japan – seven operators, 2M subscribers. Built up and managed six field support Centers, managed budget of \$10M USD, 40 direct reports.

Senior Project Manager, Ericsson-Toshiba Telecom Systems, (Shin Yokohama, Japan)

- Launched Mobile system release onto Japanese market 3 months early. 35 persons, 50k man hours.

Local Product Manager, Ericsson-Toshiba Telecom Systems, (Shin Yokohama, Japan)

- Defined, negotiated and sold 400k mh release, Part of building up Ericsson's Japanese subsidiary.

August 1991-
March 1993



Product Manager, Strategic Product management, Ericsson, (Stockholm, Sweden)

- Product planning responsible for release of Mobile system. (400k man-hour product release).

¹Northstream is a world-leading consultancy providing strategic advice on business planning and technology to the global wireless industry.