

2023-01-13



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### TARGET

As a former athlete on the national level and with great passion for sport, the aim is to work with challenges in life. To get challenges and see the result is something that I run by, and how to get to the goal.

### SKILLS

- Social
- Good problem solver and see solutions
- Good at planning and see how to go from A to B
- Ambitious
- Creative sprit

### EDUCATION

Blackebergs Upper secondary school 1997-2000

Bosön Idrottsfolkhögskola 2003-08-14 – 2005-06-10

Sport high school;

Sports management – Sport and economy / Sponsoring / Sports management.

Sälj&Marknadshögskolan 2006-02-06 – 2007-01-18

40p KY education Marketing and Sales;

Marketing, sales and economy.

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## WORK EXPERIENCE

### **Marathongruppen i Stockholm AB** 2010-10-01 -

(Please refer to the attached document describing my role at Marathongruppen i Stockholm AB)

- Sales and sponsorship manager

### **IMG Sweden AB** 2009-01-11 – 2010-09-30

(Please refer to the attached document describing my role on IMG Events and Federations)

- Events and Federations

### **Nike Sweden AB** 2007-04-02 – 2009-01-10

(Please refer to the attached document describing my role as the Sport Marketing manager for Track & Field / Running)

- Ekin while also remaining 70% as the Sport Marketing person for Track & Field / Running section.

### **Nike Sweden AB** 2006-08-16 – 2007-04-01

(Please refer to the attached document describing my role as the Sport Marketing manager for Track & Field / Running division)

- My university course had a 6 month work placement scheme, so I remained at Nike, taking care of the Sport Marketing in the Track & Field / Running section.

### **Nike Sweden AB** 2006-04-20 – 2006-08-15

(Please refer to the attached document describing my role as a Sport Marketing employee for Track & Field / Running division)

- The person responsible for this role went on maternity leave. So whilst still studying I overtook her duties.

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**Red Bull** 2004-08-01 – 2005-08-15

**Student Brand Manager**

- I Planned and executed small events for Stockholm universities. Duties were: Planning, marketing and executing Red Bulls international events in Sweden, whilst also Sponsoring athletes and parties.

**Nike Sweden AB** 2002-07-21 – 2003-04-30

- I worked in Office support; duties were to manage orders, working with customer relations, and order paperwork. I also helped in other areas where Nike needed help.

**Bed and Breakfast** 2001-12-22 – 2002-07-20

- I Started a Bed & Breakfast in Chamonix, France. I Managed the B&B.

**Södra Ängby School** 2001-09-17 – 2001-12-21

- Assistant school teacher, Grades 1 to 3.

**Gerisale AB** 2001-03-06 – 2001-06-30

The distributor for Saucony, (a running footwear brand)

- I worked with the management of orders and in storage.

**Nike Sweden AB** 2001-07-01 – 2001-09-07

- Worked in the warehouse over the summer handling complaints and working with samples.

**Solo Man (rnb)** 2000-12-08 - 2001-02-22

Reatil company

- Worked as a retail shop assistant

**Polarn & Pyret** 2000-09-04 – 2000-11-21

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Apparel retail company.

- Worked in the warehouse

**Nike Sweden AB**

2000-07-10 – 2000-08-25

- Worked in the warehouse over the summer handling complaints and working with samples.

## **PERSONAL REFERENCES**

**Håkan Jerner**

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CEO & Partner at Tre Kronor Media Group

**Dick Landgren**

+ 46 70-4447077

Nike Sports Marketing Fotboll

**Erik Nystedt**

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CEO at Brooks Scandinavia

**Karl Stith**

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Orion Group

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## MY ROLE AS SALES AND SPONSORSHIP SALES MANAGER OF MARATHONGRUPPEN I STOCKHOLM AB

- **Marketing and sponsorship sales**
  - Build relationships to partners.
  - Find the right business benefits for sales and partnerships
  - Create a creativeness in sales and sponsorship deals
  - Find new concepts in sales and sponsorship
  - Be the link to agencies

## MY ROLE AS SPORTS MARKETING OF NIKE TRACK AND FIELD / RUNNING EMPLOYEE

- **Nike Sponsored Athletes**
  - Signing athletes (sponsor agreements)
  - Appearances of athletes (events, photo shuts)
  - Make marketing plans for sponsored athletes.
  - Was Nike's representative at Swedish Championships, and at big national and international competitions.
- **Running Ambassadors**
  - I was the project manager of the 12 strong members of the Running ambassador team.
  - The planning of the ambassadors missions (Running events, clinics, retail events)
  - I was financially responsible for everything concerning the team.
- **Running events (planning and produce)**  
(Midnattsloppet, Tjejmilen, Scandinavian Training Camp Göteborgsvarvet, Stockholm Marathon, Lilla DN Galan and DN Galan)
  - I did the planning for our major sponsored events: Midnattsloppet, Tjejmilen, Scandinavian Training Camp and DN Galan.
  - I organized all the planning for race exhibitions such as Göteborgsvarvet, Stocholm Marathon, Lilla DN Galan, including set-up and staffing.
- **Nike Ekin**
  - We organize clinics in the Stockholm area for retailers, involving product presentation and marketing concerning Nike Running for retailers like Intersport, Stadium, Team Sportia etc.
  - Keep an eye on the ever changing market and tastes regarding new products and our major competition.
  - Running expert for our Team Sales.
  - I also helped out with new Nike Running product launches, such as Nike+.
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- **PR / Magazines and product testing**
    - Supply products
    - The Writing of text and the giving of information to magazines and other parties requiring knowledge.

## **MY ROLE AS EVENTS AND FEDERATIONS OF IMG SWEDEN**

- **Be a part of the competitions management for GE Galan, Finnkampen, DN Galan, Folksam GP and Stockholm Marathon responsible for the sponsors.**
- **Be link trough our organizing parties to the sales force**
- **Implementations of sponsorship**
  - Be responsible that the sponsor agreements is followed.
- **Sales material**
  - I am responsible for all sales material.
- **Create contract for each sponsor agreement**
- **Be creative in sponsor meetings and create good ideas to sponsors and help them with their sponsorship.**
- **CRM updates**

## **MY ROLE AS MARKETING AND SPONSORSHIP SALES MANAGER AT STOCKHOLM MARATHON / TJEJMILEN AB**

- **Sponsorship sales for the various races we are organizing and finding various collaborations with companies.**
- **Make contracts with sponsors and partners.**
- **Working with the sponsor's activation throughout the different races.**
- **Build marketing plans for the different races. Implement it throughout web, print other media.**
- **Find new market platforms and new way to market the races.**

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## OTHER RELEVANT PROJECTS

### **IBF Falun Floorball**

2003 – 2004

- I acted as the Fitness Coach and trainer

### **Hässelby T&F Club**

2003 – 2006

- Member of the board

### **Nordea Banking**

2004

- I Managed a health program for employees.

### **Nike Resource**

2003 - 2010

- Nike Running Ambassador: I Helped out with Nike Running which involved the planning and executing of events, trials of new products and clinics held in-stores and at running events. I also helped the Sport marketing of T&F / Running Manager on a regular basis.

### **Swedish Athletic fed**

2022 -

- Member of the Board