



Curriculum Vitae

Caroline Fogelberg
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Summary and strengths

Highly motivated and credible business development professional with a strong commercial acumen and management understanding. A diverse background spanning technical, management, sales, business development disciplines developed through roles as GAM/KAM, Business Area Manager, Business Development, Product Development, Project Leader, team leader and member of management team.

Transparent communication across vertical & horizontal business groups uniting agendas to a common goal, proactively dealing with issues and laying out plans. Engaging presenter framing a topic.

Great at building and growing client relationships at all levels, effectively converting them into profitable revenue growth. Bringing new products and solutions to market from concept development and strategy, to execution. Obtaining growth, by creative development of sales concept, sales structure and routines combined with effective sales marketing.

Acknowledged of well-defined understanding of the business-technology interface and capacity to identify and align customer needs with products, service and innovation. Mastering insight selling and as a trusted advisor opportunities are transformed, while moving customers to a better position.

Managed cross-functional teams by implementing strategies and leading them in challenging past paced technical environments. Coaching team toward positive action, encouraging participation, giving recognition to each individuals achievements assuming accountability.

Throughout my career, I have demonstrated the ability to formulate visions and strategies based on analysis, participation while delivering on target, as part of a team or on my own. I have gained a deep understanding of what drives business and how to create results with limited resources.

Key Skills

Business Development	Leadership	Communication
Sales KAM&GAM	Teambuilding	Presentation skills
Solution & Insight Selling	Relationship building	Negotiation on C-level
New Business	Product Management	Tender/Bid LoU
Revenue Optimization	Project Management	Innovation

Competences

- Proficient negotiator - experienced in negotiating solutions delivering mutual benefits.
 - Strong leader - with experience of both operational and strategic leadership.
 - Skilled business developer - with knowledge of growing a business through long term relationships.
 - Experienced team builder - characterized by creating participation and commitment in a service-oriented organization.
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Qualities

- Driven – Like change and challenge. Can easily learn, adjust and act from new conditions.
- Attitude – Positive thinker and believe nothing's impossible. Enjoy inspiring and empowering others.
- Analytic – Holistic view, analyse consequences in a short and long term perspectives.
- Determined – Fast decisions with framework and plans to follow-up and evaluate outcome.

Work experience

Nov 2014 – July 2016

Qmatic Sverige AB

Soft- & Hardware developer/ manufacturer optimizing Customer Journey & Experience

Business Development Manager/ GAM/ KAM

Software developer and hardware manufacturer developing systems managing customer flows, by bridging the gap between the digital and physical world, optimizing face to face meetings leveraging customer experience, as SaaS or on premise solutions.

Responsible for creating business plan, strategy and campaigns strengthening and growing market position and maximizing business performance within health and public sector. Developing, leading and managing key account negotiations, tenders and bid, ensuring revenue quotas are met by bringing in new business, cross- and up selling within existing accounts. Identifying business opportunities, developing solutions, coordinating with pre-sales, project leaders, developers and working with clients to ensure customer needs are met and accurate delivery. Building commercially driven “Go to market”-plan for new services ensuring product, pricing, placement, promotion. Leading and coaching one Account Manager.

Contract Manager for global agreement (IKEA) covering 27 countries, coaching 16 local KAM's and 10 business partners ensuring delivery comply with contractual terms and conditions. Growing account and expanding service catalogue. Acting as trusted advisor leading operational and tactical meetings. Proactively solving issues. Arranging meetings with C-level stakeholders in different departments uniting agendas driving innovation and leveraging customer engagement.

Key Accomplishments:

- Building relationships with clients, politicians and balancing stakeholders identifying strategic business initiatives.
- Solution selling, negotiating and closing deals and tenders on C-level with short and long sales cycles.
- Contract Manager ensuring company comply with contractual terms. Assuring quality, profit and margin.
- Identification of customer needs transforming them in to new services and took them to market.

Achievements:

- Built relations with important influencers, the only 2 Innovation County Commissioners in Sweden
- Won company's first tender in health sector worth 10 MSEK, coordinating delivery on 66 sites
- Grew Global Account portfolio with new service and system, creating a substantial business opportunity that can generate at least 25 MSEK yearly.
- Coaching and supporting 27 local KAMs' making sure they keep building relationship and met revenue target of 10 MSEK.
- Exceeded yearly sales goal with 20% last year and have already reached 2/3:rd of this year's sales goal.

A mixed business area manager and KAM role in a start up with P&L responsibility. Building and growing relationships at all levels and effectively converting opportunities into sales and profitable growth. Executing sales and marketing strategy, growing business and market share. Managing pipeline, customer and partner acquisitions, coaching a sales team of 2, in sales techniques, closing and handling setbacks. Responsible for marketing campaigns, from lead to deployment (pitching closing and delivery).

Key Accomplishments:

- Solution and creative selling, negotiating and closing complex deals on C-level, with multiple stakeholders from 2-3 different companies.
- Trusted advisor accomplished through marketing, sales and brand skills combined with mobile technology and digital marketing knowledge.
- Tracking customer campaign performance, analysing data interpreting data and consumer behaviour into sales and market reports.
- Tracking business area performance and giving recognition and acting on needs and deviations.
- Quickly built a network of important contacts at media agencies, sales and marketing managers in industries I never dealt with before, networking extensively with stakeholders
- Created an efficient sales process and implemented Salesforce, ensuring accurate forecasting and pipeline management.

Achievements:

- Started up new Business Area and team with great success.
- Established a partnership resulting in a new product line increasing sales by 30%.
- Led sales team in effective sales, exceeding revenue target with 30%.
- Grew revenue for a new product from 0 to 1.1 MSEK within 6 months.
- Most successful marketing campaign generated an amazing conversion rate of 23%.

Centrumutveckling**Aug. 2010 – Aug. 2012***Developing an e-commerce solution for shopping centres*Project Manager

Developed e-commerce solution for shopping centres in co-operation with IBM and Postnord in a start-up. Driving translation of business requirements into delivery project proposals. Focusing on Project planning, monitoring, profitability as well as satisfaction, risk management and quality assurance and budget etc. Due to financial complications the project was terminated

Coor Service Management SP AB/Vasakronan Service Partner AB**Aug. 2006 – May 2010***Offers facility management services for commercial tenants of real estate companies*Head of Business and Product development member of management team

Member of the management team, head of business and product development. Attract new and growing existing business increasing and securing profitability, revenue and growth. Identifying business opportunities, analysing need and market, developing them in to profitable business. Strategic planning, setting targets, communicating visions and goals. Managing account relationships assuring customer satisfaction, service delivery and defining SLAs. Coaching 12 site managers in sales, business decisions and service delivery. Leading 37 team members in product development, in a matrix organization. Within the management team, strategic leadership, marketing, business and organisational development and prepared and made decisions supporting CEO on issues involving the line organisation.

Coor Service Management SP AB/Vasakronan Service Partner AB**Key Accomplishments:**

- Part in developing and implementing a new service concept to assure service delivery.
- Monitoring outcome of business activity and service delivery, acting on deviations.
- In management team, responsible for creating a business plan, redesigning company vision and mission, setting overall business goals and communicating them within organization.
- Keep up to date with trade and competitor developments and ensure proactive communication with customers and across the business.

Achievements:

- Made significant difference by acquiring largest outsourcing contract worth 27 MSEK.
- Supporting site managers in sales resulting in a 10% yearly growth.
- Maintained an outstanding score, Customer Satisfaction Index of 86, year over year by improving services.

Bredbandsbolaget AB**Oct. 2000-Apr. 2006***ISP and VOIP services to business and consumers*Project Manager, Key Account Manager

Responsible for managing existing and acquiring new accounts building a long term relationships, converting non-paying customers into profitable customers maximizing sales opportunities in a start-up. Identifying needs, involving company personnel in turning opportunities into profitable venture growing market share. Enhancing customer satisfaction and retention by proactively helping customers on board and creating a retention policy. Deliverables stretched from strategies, process and product development, implementation taking a new product to market, marketing and sales.

Key accomplishments:

- Developed structured and business focused sales and marketing plans.
- Meeting assigned targets and strategic objectives within accounts.
- Drew up business rules along with a price model and packaging strategy.
- Technological/ Product knowledge – across data, voice and IT-service.
- Track performance and needs, make recommendations

Achievements:

- The company could add an attractive packaged service to its offering increasing growth and revenue.
- Negotiations and improvements boosted margin by 23%, and renegotiations reduced production costs by 40%.
- Turned non-paying customers into paying customers (B2B and B2C) exceeding sales target by 37%.

Know IT AB**1998-2000***IT consultancy firm offering services to large and medium sized companies and software*Project Manager, consultant, specialising in CRM and BI. Sales

Developed customized CRM and BI solutions, led implementation, and sold related software. In this role I was challenged to quickly identify and understand key performance drivers, database design, have a good grasp of numbers and analyse data transforming it in to business reports. Creating CRM solutions gave me a good understanding how to build profitable customer relationships and how to maximize sales efforts. I planned and conducted trainings and workshops ensuring engagement and utilization. hours per week, for approximately 60 technicians.

Know IT AB

Outstanding project and achievements:

I set up an automated reporting system at Ericsson, improving profit by increasing productivity among service technicians and made it possible to offer additional service levels. Keeping control of service time frames, assuring customer satisfaction, building trust and confidence. This led to a decreased idle time, on average, 360 hours per month.

IMS Data AB

1996-1998

IT consultancy firm and hardware distributor

Project Manager, consultant Business Intelligence and Sales

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Sales & Marketing

Marketing Manager, Sales Representative, Project Manager

Various Positions from 1986-1996 requiring the ability to develop and expand business activities, working independently or as a team player being open, multifaceted and solution oriented.

1994-1994 Bohemia Beer AB, Sales and Marketing Manager (B2)

Sales, marketing Strategy, communication, concept development, advertising, trade marketing and event

1993-1993 Drevkarlen AB, Project Manager, Sales Rep. (B2B and B2C) parttime

1993-1993 DN AB, Sales Representative, tele sales (B2C)

1986-1988 SDR, District Manager

1985- Åhlens, NK, Metrobutikerna – retail – part time

Education

STOCKHOLM, UPPSALA AND LUND UNIVERSITY

1989-1994

Bachelor of Science and Business and Economics 140 p

Major in Consumer Marketing and Development of New Markets

Computer and System Science, 30 p

Commercial law, 20 p

Training

SALES, LEADERSHIP, COACHING AND TEAMBUILDING

Insight selling level 1&2, Qmatic 2015

Change Processes and Management, Åke Chadell 2009

Service Management and Service Studies, Lunds University 2009

Management and Leadership, M-Gruppen 2008

TimeQ – Time Management 2008

Leadership by Coaching, Åke Chadell 2007

Language skills

Swedish (native language)

English (fluent, comprehensive oral and written business English)

French (conversational ability)

Danish and Norwegian (excellent comprehension)

Computer Skills

Business systems:

Microsoft Office: (Word, Excel PowerPoint- excellent skills)

ERP-systems -Agresso, SAP R, Visma and Jeeves accounting systems.

Project Visio

Case Management – Remedy

CRM, BI, Decision support and Reporting:

Salesforce, Microsoft Dynamics, Super Office, Abalon, Siebel,

Crystal Report, Seagate Info, Cognos, PowerPlay and Impromptu

OLAP

Programming Languages and Databases

C++, HTML, Pascal, Fortran 77, COBOL, SQL, Access and little Visual Basic

Web servers:

EPI Server CMS 6

Social Media and Search engine online advertising:

WordPress (Blogging), Facebook, Twitter, Instagram, Foursquare

SEO, SEM, Google AdWords