

## SUMMARY

Commercial Manager with B.A. and 19-year experience in telecommunication, including over 12 years in the international field. Extensive experience from a wide area of positions including product management, commercial business development and supply management. Areas of effectiveness to create value and results include:

- **Consultative & clear communication style**, including ability to translate data into actionable information and persuasive writing and presentations skills for diverse audiences.
- **New product development & project management**, including management of global inter-departmental teams, product requirements definition and documentation, beta test programs, and ability to interface with technical groups to deliver on time and on budget.
- **Business partner relationship management**, with experience from both customer – supplier relationship as well as a joint product development.

## EXPERIENCE

- BT NORDICS (BRITISH TELECOM ENTITY) MALMÖ, SWEDEN**  
**Senior Commercial Manager –Supply Management** 2004 -  
Responsible managing relationship with suppliers for network services in the Nordics. Cost savings provided SEK3M.  
– Manage Supplier Relationship Commercial in addition to Operational Performance.  
– Drive Supply Evaluation projects for new key requirements to meet Business objectives.  
– Negotiate contracts, including with awarded suppliers.  
Manage Key Tasks for BT Global Services Global Supply Requirement, especially in the area of Service Level Improvements.
- BT AMERICAS (BRITISH TELECOM ENTITY) NEW YORK, NY , USA**  
**Senior Commercial Manager – US Supply Management** 2002 - 2003  
Responsible managing relationship with suppliers for network services in the US. Cost savings provided \$7.5M.  
– Develop Request For Proposal for Business Requirements.  
– Evaluate suppliers’ capabilities, pricing and other commercial terms.  
– Negotiate contracts, including with awarded suppliers.  
– Manage suppliers’ performance and program manage action plans for improvement.
- CONCERT (Global Telecommunications Joint Venture between AT&T and British Telecom) RESTON, VA, USA**  
**Commercial Manager – New Distribution Channels** 2000 – 2002  
Responsible for commercial issues, such as business cases and contracts for new channels.  
– Recommended channel programs based on generated business cases.  
– Created strategies and business plans for distribution models.  
– Developed and negotiate business terms and relationships with strategic distribution partners.  
– Developed and implemented Channel programs.  
– Initiated audit of contract inventory globally, and initialized billing of US\$ M80 in last 3 months.
- Commercial Business Development Manager** 1998-2000  
Responsible for business development Concert’s voice portfolio. Created strategies, developed products, managed products in-life, and launched products through multiple channels, while interfacing with international sales channels, distributors, and suppliers.  
– Developed and negotiated business terms and contracts through relationships with distribution and supply partners.  
– Recommended capital investments for network expansion based on generated business cases.  
– Program managed market expansion projects with all parts of the business involved, as well as distribution partners.  
– Created market strategies and developed products.
- BT SWITZERLAND / SUNRISE A.G. (Swiss Telecommunications company) ZÜRICH, SWITZERLAND**  
**Promoted in 6 months from Account Manager to Account Unit Manager, managing 3 people.** 1996 - 1997

Responsible sales Retail & Trade market segment. Sales revenues: US\$ M5.

- Developed Custom Acquisition and Development Plans for primarily new, large accounts.
- Selling and Consultation new and existing accounts devising complex proposals with international and domestic telecom services.
- Contract negotiations and closings of contracts, ensuring adequate profitability for each individual proposal. Specific success with closing of contract worth US\$ M3 with large international bank.
- Setting up Account Unit hiring and training senior sales people and achieved sales targets.
- Additional responsibilities enhancing all sales units' knowledge in international products.
- Conducted majority of business in German.

**TELIA & TELIA INTERNATIONAL AB**

**STOCKHOLM, SWEDEN**

**Product Manager International Voice Services**

1991 - 1994

Responsible for product portfolio incl. P&L, managing a team of people. Sales revenues: US\$ M350.

- Created a portfolio of international voice services for the business segment.
- Developed business plans incl. recommendations of capital investments for product development.
- Developed marketing plans and programs, for product portfolio and its launch in market place.
- Developed pricing for portfolio moving from a regulated to a deregulated market.
- Program managed one stop shopping agreements with other international telecommunications carriers.
- Provided channel and sales support to key accounts such as Swedish MNCs.
- Special assignment working with European partners to Telia, creating a pan-European voice service.

**Product Manager Data service**

1986 - 1991

Responsible marketing data communication services, managing a team of people. Sales revenues US\$ M80.

- Developed business and market plans, including pricing and forecasting on service profitability.
- Launched new service functionalities to sales force and Supplied sales support to special accounts, creating customer bespoke service offerings.
- Formulated commercial requirements on billing.
- Responsible cross portfolio projects, to enhance all data communications services marketing message.

**EDUCATION**

**UNIVERSITY OF STOCKHOLM**

**SWEDEN**

- BA in Business Administration

1986

**TELIA**

**SWEDEN**

Extensive training during employment

1986 -1994

- Telecommunication product management

- Management development program

**GOETHE INSTITUT**

**ZÜRICH, SWITZERLAND**

- "Zertifikat Deutsch als Fremdsprache" (German language certificate)

1996

**ADDITIONAL INFORMATION**

- Swedish citizen with Swedish as mother tongue.
- Excellent knowledge English, Good knowledge German and French.
- President of SWEA, Swedish Women's Educational Association, Washington DC Chapter, Jan. 2001 – Jan 2003. Editor SWEA Washington DC's quarterly Newsletter, 2000.
- Particular skills:
  - Commercially minded, gaining other peoples trust,
  - Customer and value oriented, - Extensive experience dealing with cultural differences,
  - Driving personality, - Skilled in Excel and PowerPoint
  - Well organized,
  - Excellent team-working skills,
  - Good at building relationships and