

Curriculum Vitae – Joanna Sjölander

Joanna Sjölander
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Sweden

Nationality: Swedish
Age: 43
Married, one child
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I am a change manager

I like to start with the big picture and relevant context. Then patterns will form and goals and strategies emerge, followed by actions and follow up. My strength is my passion for the connection between overall vision and the tiniest piece of action in combination with the drive to reach results and communicate why.

I never want to stop learning. Hence working in an international environment is the theme of my carrier as it constantly challenges the way I look at things. I also enjoy the creative process of marketing which is why I have spent a lot of time and energy developing exciting brands as well as new markets.

I excel at leading complex projects including building teams and managing subcontractors and I have vast experience of managing major projects from planning throughout to implementation. My experiences include campaign management, market development, international relations, government sales, marketing, communications, business strategy, budget responsibility and leadership.

Training & Education & Qualifications

- Working and living with my family as expatriates in New Delhi, India
September 2010 – August 2013
- Novare Executive Management Program, Novare Academy (Investor Group)
September 2008 – May 2009
- Advanced Corporate Management Network (ACMN), Saab AB
September 2005 – June 2006
- Higher Leadership Training (HLU), Saab AB
November 2003 – April 2004
- Basic Leadership training, IFS AB
Part one in 2000 & part two in 2001
- **Master of Science and Business Administration (MscBA)** - Majors: Marketing and German
1992 – 1997 at University of Linköping, Linköping, Sweden (including two semesters in Germany)
- Certificate of interpretation, Swedish-Polish, Invandrarbyrån, Norrköping, Sweden
Aug. 1991 - June 1992
- General certificate of education, Science (Naturvetenskapliga Programmet)
1988 – 1991 at Hagagymnasiet, Norrköping, Sweden

Languages

- English, fluent
- German, very good
- Swedish, mother tongue
- Polish, mother tongue

Work Experience

- **Founder & Owner, Yova AB**
 - CMO, Multidocker AB, February – June 2015
 - Head of marketing and communication, Sectra AB, Nov 2013 - Nov 2014
 - Head of Brand, Market Development & Marketing; WellNox AB, September 2013 –
- **Director Aeronautics, Saab Technologies India Pvt. Ltd.**
January 2012 – August 2013
- **Campaign Director – Gripen for India; Saab Technologies India**
September 2011 – December 2011
- **In-country Director - Gripen for India; Saab AB**
August 2010 – August 2011
- **Deputy Director - Gripen for India, Gripen International**
October 2008 – July 2010
- *Maternal Leave: Mid December 2007 – September 2008*
- **Marketing Communications Director, Gripen International**
February 2005 – December 2007
- **Market Development Director, Gripen International**
February 2003 – January 2005
- **Communication Manager, Gripen International**
April 2002 – January 2003
- **Senior Project Director, Corporate Marketing & Communications; IFS, Industrial & Financial Systems**
May 2001 – March 2002
- **Events Director, Global Marketing Organization; IFS**
February 2000 – April 2001
- **Project Manager, Global Marketing Organization; IFS**
February 1999 – January 2000
- **Marketing Manager, Division Simulators, Prosolvia Clarus**
September 1997 – January 1999

Five years at the core of the Gripen for India Campaign, the last three based in India selling the Gripen fighters to the Government of India and developing the Indian market for Saab's Unmanned Aerial Vehicles.

Five years at the Gripen market communication side, responsible for building the Gripen Brand from scratch and developing a full-fledged communication platform and marketing productions.

Three years developing the IFS brand, managing major IFS Application launches and big events; using multiple media channels.

Other

- **Chairman, Moderatkvinnorna Östergötland, Moderaterna (Länskvinna)**
May 2015 -
- **Deputy Chairman, Board of Directors (vice styrelseordförande), Upplev Norrköping AB**
May 2015 -
- **Member of Östergötland Federation Board, Moderaterna (Förbundsstyrelse)**
May 2015 –
- **Kultur & Fritidsnämnden, Norrköping (ersättare Moderaterna)**
January 2015 -
- **Member of City Council (Norrköpings Kummunfullmäktige, för Moderaterna)**
October 2014 –
- **Member of Norrköping Board, Moderaterna (Kretsstyrelsen, Norrköping)**
March 2013 -
- Byggnads & miljönämnden, Norrköping: December 2013 – December 2014
- Member of advisory Board, Assessio: November 2008 – August 2010
- Board Member, Swedish Marketing Federation (Sveriges Marknadsförbund): October 2007 – September 2009
- Chairman of committee, Regional Marketing Federation (MARÖ): January 2005 – January 2010
- Member of steering committee, Athena, Women managers' network at Saab: January 2005 – January 2007
- Secretary of the committee, Association of young Polish Catholics in Sweden: April 1990 – April 1997