



HI THERE!
I'M JONAS
SVENSSON

[Contact](#)

A WALK IN MY SHOES

Made in Sweden; always happy & always creative.
Thrives when pressure is on and curious about
what's around the corner

Get in Touch



WHAT OTHERS SAY ABOUT ME



Gunny Kron

- Group Chief Marketing Officer at Bellman & Symfon

Jonas and I go way back in time. We have worked together in different companies for more than 25 years. Jonas has a unique ability to combine creativity with structure, technical understanding with project management skills, and a holistic view with attention to details. He is easy going, non-prestigios, a fast learner and a real team player, spreading positive energy to everyone around him. All the above is the reason why any company would be very fortunate to have him onboard.



Paula Dolan

- VP Human Resources and Internal Communications at TitanX Engine Cooling

Jonas is a very experienced and extremely capable commercial project manager who delivers with a high standard. He demonstrates at all times energy and engagement and is a real team player. I would highly recommend Jonas and I hope I have the opportunity to work with him again in the future.

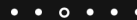




Michaela Blomstrand

- Director, Global Patient Experience & Community Affairs at Diaverum

I had the pleasure of working with Jonas for one and a half year when he joined Diaverum, a renal care service provider, as a project manager. During his time at the company, Jonas took on several project with an outstanding enthusiasm and delivered one creative idea after another. With a work ethic that I have yet to meet in anyone else, it was an honor to work within the same team as Jonas. Sharing his broad knowledge and caring for his team members, he acted like a true leader every single day at work – and needless to say, a team player at heart. I sincerely hope to work side by side with Jonas one day in the future and see him as an incredible valuable asset for any company that has the luck to have him onboard. His wide knowledge that range from event management, branding and visual communication make him a flexible jewel in any marketing department.





Ida Larsson

- Experienced marketing professional | digital marketing | medical technology



I worked with Jonas at both Ascom and Diaverum where we were part of the same teams. Jonas is a highly capable marketing professional and project manager. He is very well structured, has outstanding organizational skills and was a great resource in our team. He is very experienced in budgeting, project management, event planning etc. He is also fun to be around and we had many laughs together.





Christian Erneklint

- Global Clinical Education Manager, Dentsply AB

I have had the pleasure to work with Jonas in several large projects in the medtech field. Jonas covers a broad range of skills and is capable of performing in different disciplines, from product development to global marketing launches with energizing engagement. He has the ability to see the full picture and understand the importance of communication and structure. A true team player that enthusiasm people and groups around him to deliver on a high level. Structure and strategy are key words in Jonas vocabulary and something he applies in practice as he is a strong believer in the expression "timing is everything". To put it simple, he is a person that delivers all the way, from decisions to final results and never miss out on a deadline. Jonas has my highest recommendations.

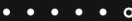




Bobbi Djordjevic, CMP

- Global Category Manager, Meetings, Events, and Tradeshows, Dentsply AB

A better structured and focused project manager who also pays attention to team dynamics would be hard to find.



MY PROFESSIONAL SIDE

Roles & Responsibilities

March 2021 - September 2021

BELLMAN & SYMFON GROUP AB – GROUP CHIEF MARKETING OFFICER (ACTING)

The position as GCMO is an executive position in the Bellman & Symfon Group AB.

- To be responsible for all marketing activities in all business areas.
- To actively participate in the work of the Group Management Team.

- Responsible for the Group Marketing organization including Commercial Product Management

- Responsible for the Group Commercial plan, including:
 - Business Intelligence: Mapping of the global market within Bellman & Symfons strategic areas with respect to market Trends, Market potential, Needs & Wants, Price levels and Competitive environment, and similar related data.
 - Establish the Strategic Commercial Plan: Establish a future plan with prioritizations within the: (i) Customer focus, (ii) Product range focus and investments in the future Product Road Map, (iii) Channel focus, (iv) Pricing and (v) Marketing strategies and tactics, including a (vi) Time and resource plan for implementation and a (vii) Return-on-Investment calculations.
 - Reach the approved Group Commercial Plan: Based on the approved 3-5 years Strategic Commercial Plan; Responsible for managing (i) the Business intelligence, (ii) the Global Product Managers, (iii) the Group Marketing department, and for (iii) Implementing the Strategic Commercial plan together with the Regional CEO-CSOs and the other Group functions within the Bellman & Symfon organizations.

- Responsible for leading the work with the Brand strategy and for implementation and documentation.

- Responsible that the industrial design reflects the customer needs, CVL, and corporate brand identity.

- Responsible for leading the work with the Corporate Visual Language (CVL) strategy, co-operation partners, and for implementation and documentation.

- Responsible for leading the work with the Trademark and brand-related IP-rights, co-operation partners, and for implementation and documentation.

November 2019 - February 2021

BELLMAN & SYMFON AB – COMMERCIAL PRODUCT MANAGER & DIGITAL TRANSFORMATION MANAGER

Bellman & Symfon AB - Designs and manufactures hearing and alerting supports for severely hard of hearing or deaf people.

- Responsible for developing profitable solutions for the senior market, focusing on senior independence solutions in the Audio, Alerting, and Preventive Care areas, in line with the company's overall strategy and operative plans.
- Responsible for lifecycle management of Audio, Alerting, and Preventive Care products.
- Working in close cooperation with distributors, Regional sales, and end-users to ensure that the products/solutions fulfill real Customer Requirements (needs and wants) in a profitable way.
- Making sure that the quality of the products and solutions is maintained in all aspects (user-friendliness, design, functionality, and sustainability, according to Star Formula).
- Initiating, monitoring, and approving the solution/product development executed by Group R&D, both for new and existing products.
- Launch management for new solutions/products from start to end in cooperation with the Regions, Group R&D, Supply Chain, and other internal and external stakeholders.
- Participating in meetings with customers together with Regional representatives when needed.
- Responsible for the ROI, revenue growth, GM1, and quality ratio of new and existing products.
- Lead the transformation and introduce digital tools to streamline internal workflows and improve communication from group organization to local sales companies.

June 2018 to November 2019

CONSULTANCY AT DIAVERUM AB – COMMERCIAL PROJECT MANAGER & GLOBAL MARKETING AND COMMUNICATION SPECIALIST

Diaverum AB – providing life enhancing renal care to patients with Chronic Kidney Disease (CKD), enabling them to live fulfilling lives.

- d.ACADEMY global marketing initiative – (online training portal that today 11.000 nurses and medical staff use for internal training). Execute the project with organization and build work teams. Identify the need with future road map to update to the latest LMS tool. Assessing and upgrading e-learning training modules with new contents and graphics. Execute a project to get the accreditation of Diaverum courses from external certifying bodies so that clients can collect CE credits.
- Part of workteam with the aim to prepare for the divestment of the company or to prepare for listing at Swedish Stock Exchange. Implement processes for financial communications strategies and tools, PR and information policies, crises communication and website up-dating in order to meet the Stockholm Stock Exchange regulatory requirement.
- Run project to upgrade Website and CMS platform from 2013 version for future roadmap for service offerings for 21 countries and 14 languages. Identify needs for different target groups, map requirements for CMS tool, run RFP round and developing and content project. Delivery schedule, Corporate site q1 2020, and waterfall principle for country roll-out.
- Project lead for brand redesign (begun in May 2019) with a slow implementation in the years 2019-2020. The n New brand include vision/mission refinement, key values and full refreshment of the graphic profile that expresses innovation in the healthcare environment in the sense of modern warm human tones that reflect energy and strength.

April 2014 to July 2017

ASCOM AB

- GLOBAL SENIOR MARKETING MANAGER/ PA TO VP, GLOBAL MARKETING AND COMMUNICATION

Ascom AB, a global solutions provider focused on healthcare ICT and mobile workflow solutions

- Responsible for running market related launch projects for new products or solutions.
- Responsible for setting up schedules, marketing and sales materials, info and sales training sessions and communicating launch plans through regular biannual subsidiary marketing managers meetings and thereby secure the launch release for each country.
- Create and execute a global launch mechanism to shift from a Business Case-Strategic approach across toll gates, documenting each decision point leading up to a successful tactical deployment. The launch process has been combined with the product creation process.
- Manage the introduction of the functional and graphic architecture of the new CRM (Website) and DAM (Asset Management) based on the Adobe Experience Manager solution. Identify requirements and introduce features, lead content creation, roll-out for all subsidiaries and market segments and product assortment. Lead the program for education.
- Project manager of the Ascom 2020 conference. The goal of bringing together the company's 100 top executives to address the 2020 plans, objectives and priorities, a three-day all-inclusive experience at Gothia Towers.
- Be involved in the strategic and long term preparation and creation of the marketing strategies and global campaigns.
- Responsible for establishing and monitoring budgets established within the projects, global marketing and product marketing within product lines.

2009 to April 2013

DENTSPLY SIRONA INC (FORMERLY ASTRA TECH DENTAL)
- GLOBAL PROJECT MANAGER/ PA TO DIRECTOR, GLOBAL MARKETING COMMUNICATION

Dentsply Sirona inc - the world's largest manufacturer of professional dental products and technologies.

- Responsible for pushing market specific launch initiatives within the Dental Business Unit - Global Marketing
- Responsible for developing and controlling budgets defined within the context of the projects.
- Responsible for setting up schedules, resource groups, business strategies, marketing and sales manuals, info and sales training workshops, and for communicating launch plans via Dental Manager meetings, overseeing launch for each market.
- Actively direct the project teams and build a shared vision of end results and personal commitment and ownership.
- Leading the launch project Stella - a new implant system launched in 2013.
- Responsible for the 2012 World Congress, subprojects Exhibition and Product Events.
- Be active in the strategic and long term planning and creation of the marketing plan. Be involved in the Business Unit Dental's discussion of launches, projects, budgeting and resource allocation - to be a link between Management and Project Management Group / Group Managers
- Execute the "global launch " process to switch from a Business Case-strategic approach through decision gates with reviews on each planning stage to a viable tactical deployment.
- Work with the CRM team and build up tools (reports and dashboards) to follow up on the results of market launches.

2006-2009

ASTRA TECH AB
- INTERNATIONAL EVENT AND CONGRESS MANAGER

- Responsible for strategic and tactical planning and execution of international conferences
- Responsible for designing and planning the exhibition booth, sales and demonstration materials, and organize social activities related to the congresses.
- Responsible for exhibition marketing and activities/and product launches at Astra Tech World Congress and communication with project team performance, execution, and post-congress activities.
- Responsible for the subsidiary's events and exhibitions in Astra Tech's American, Japanese, Polish, Southern European (Italy, Spain, Portugal), and French markets.
- Responsible for developing modular booth concepts for local markets to extend a unified brand identification in the exhibition channel.
- Responsible for maintaining and nurturing international contacts with organizations and opinion leaders.
- Responsible for communication with the company's exhibition supplier Space Production and logistics to work for conceptual solutions.
- Responsible for Event & Congress Manual (SOP) is updated and that the employees at all Market Companies are trained in the event process.
- Contact for Branding and Communication in the event and congress department.

1997-2006

NOBEL BIOCARE AB – GLOBAL EVENTS PROJECT MANAGER, AND VARIOUS.

Nobel Biocare AB – original inventor of the dental implants from Prof. Brånemarks discoveries and research from 1952.

Global Events Project Leader

- Overseeing initiatives with a particular emphasis on establishing global plans and introducing transformation and development mechanisms within global market organizations. From drawing board to execution-to be responsible for every step of the process, from brainstorming to revenue reporting.
- Workstream responsible for the exhibition area and product demonstration at the First World Congress of Nobel Biocare, in Las Vegas.
- Creation of a small exhibitions system for smaller tradeshow and sales events
- Track and control global events with a set of operational recipes
- Plan booth spaces and activities in the booth
- Responsible for proper staffing, demonstration products, and sales tracking

Project / Production Manager – Business Area Procera

- Responsible for ensuring a consistent brand identity regarding information & advertising design and communicate this globally.
- Responsible for the central production of information and educational materials, and advertising/publicity in print and electronic media.
- Responsible for maintenance of Web-store.
- Ensure that the information on the website is up to date.

Marketing Assistant

- Together with the product owner, ensure that customers access optimal information and knowledge to improve their marketing towards the end customers.
- Participate in the marketing creative process to convey brand messages
- Responsibility for forecasting and allocation of demonstration and training products
- Development, layout, design of documentation and promotional materials
- Production tracking of information from agencies, including review and proofreading

生き甲斐 - IKIGAI - THE JAPANESE ART OF A MEANINGFUL LIFE - "MY REASON FOR BEING"

We all have that feeling of pure joy, passion, and desires that makes one tick, that something, that "reason for being".

I've got a couple of passions.

Ready to find out even more as I get older (and hopefully wiser).



PHOTOGRAPHY - THE LOVE OF BEAUTY.

When you have friends that are both beautiful on the inside and outside, it's not hard to ask them to pose in front of the camera. And if you are a tech gadget and "need-to-have-the-best-equipment-available," your friends tend to ask for those photo sessions often.

I do take requests for wedding photography or other fun assignments—hint hint, contact information below.

FOOD EXCITER.

Who doesn't like to taste new fusions of flavors or traditional mum-style meatballs? Nothing can be better than a home-cooked meal enjoyed with friends and family. I even won a tv-cooking show, if I'm allowed to brag.

I need to bump up my workout routine, if you get what I'm meaning.



BEER CRAFTING.

I even like to indulge in beverages, water, spring water... Naah, not only, but home-crafted beer has been an interest for the last two years. And the wines. The visit to my friends' vineyard in Piemonte, Italy, sparked my dream to maybe one day have my own vineyard and B&B.

WHY NOT MAKE AN EVENT OUT OF IT!

Combining my love for beauty, my desire for food, beers, and music led me to be involved in "Way out West" music festival. WOW! For ten years, I've worked with the best restaurant owner in Gothenburg and event planner. Eight years at festival grounds as a restaurant manager and two years as night club manager at Bananpiren, at Gothenburg's harbor.



ACADEMICS

Living and learning



IHM BUSINESS
SCHOOL, AND
ADOBE

2017

- Digital marketing diploma at IHM Business school.
- Adobe Summit conference London, 2015-2017. Digital marketing network.
- SPIN® training for marketers



IHM BUSINESS
SCHOOL, AND
VARIOUS

2013

- Leadership and management training, N-vision, Frankfurt, 4 days
- Leadership training, basic, MoveManagement, Gothenburg, 3 days
- Sales and marketing management, IHM Business School, 6 month



IHM BUSINESS
SCHOOL

2000-2002

- DIHM Diploma International Marketing Program. Continued development course "From Strategy to operations" a few years later



HOGIA AB

1999

- Project management and team dynamics



HÖGSKOLAN
TROLLHÄTTAN
UDDEVALLA -
BACHELOR DEGREE

1995-1997

- Media and Communication Studies

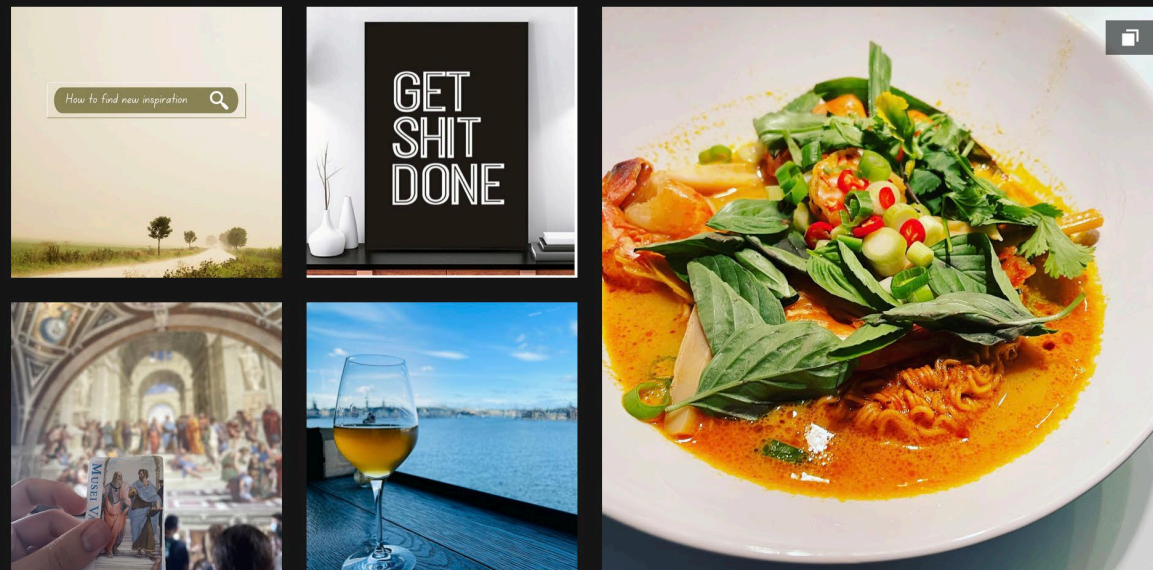


“Those at the top of the mountain didn't fall there.”

Vince Lombardi

MY SOCIAL ME

I like social media. To discover people, new interesting topics, or to scroll for eternity, not paying so much attention to what I do. I'm not an influencer, but I do occasionally share something.

[Load More](#)

"WANNA" GET IN TOUCH

Sågdalsgatan 4, 431 34 Mölndal

jonas.svensson@incrementum.se

076-902 38 41



MY SUPPORT TEAM

People I turn to for advise, support and mentoring. They can vouch for my character. Give them a call if you want to know the real me and find out if I have any skeletons in the closet.



GUNNY KRON

Mobile: +46 735 32 98 30
email: timora61@hotmail.com



CHRISTINA WALLER STERNER

Mobile: +46 767 66 90 67
email: christina@wallersterner.com