

CURRICULUM VITAE 2021

Fredrik Bolander

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*Experienced and driving strategic business developer and leader,
that makes things happen in time and with results.*

KNOWLEDGE AND SKILLS:

After 35 years in the IT industry I have been in the roles of the manufacturer, distributor and reseller. I have worked in sales, marketing, project management and in operations roles and for the majority of the time been in the management team of publically noted companies with revenues of +1 billion USD.

This experience has given me a thorough knowledge of business development, strategic planning and implementation and the rewarding work of leading people and partners towards targets and objectives, financial as well as organizational and interpersonal.

I have the ability to see the big picture, put it in perspective and at the same time understand what details and structural elements are needed to develop in order to achieve the necessary changes and results. During my years in management positions I have worked both with the daily management driving towards business targets as well as dealing with acquisitions and more complex change management projects.

I am known to be a hard worker, a loyal and trusted coworker, a visible and transparent leader that get things done, motivating people around me to do a good job and achieve their results and enjoy their work hours.

EMPLOYMENTS:

SENIOR MANAGERS SALES OPERATIONS, *Samsung Nordic Ab*—May 2021—Nov 2021

After working successfully at *Samsung* between 2017 and 2020 they again reached out to me, offering me the position as Senior Manager for their Sales Operations department. The Nordic Sales Operations team consists of the Order Desk, handling all the order flows for the four business divisions, the Logistic department, handling all the in- and outbound deliveries and also the SCM and Logistic Control Tower supervising, measuring and developing the Supply Chain processes handled in the Business Divisions.

My focus during this time was to analyze the key end to end processes within *Samsung*. From Sales forecast to production and the making sure the product reach our customers in time in a controlled and transparent way. I introduced a more structured approach, both in the teams I managed but first and foremost in the way that the different departments cooperated and

shared data in order to be as efficient as possible. We introduced »The Perfect Week« with clearly defined roles and responsibilities as well as documented tasks and time schedules in order to control all operational flows. It was very rewarding to see how departments, earlier behaving a bit like "silos" started to work as teams, find better and more efficient ways of working resulting in happier customers and better business results.

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SENIOR MANAGER CLIENTS AS A SERVICE, *Iver Sverige Ab*–Jan 2021–April 2021
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Iver is a company built on many acquisitions of smaller solution oriented "local hero" IT resellers across Sweden. Their main focus on delivering services, solutions around cloud and hosting. I was hired to consolidate, develop and grow their IT hardware section. Unfortunately it only took me a couple of months to realize that neither the prerequisites nor the strategic environment was there for me to succeed, why I chose to leave that position to continue my work at Samsung, since they reached out to me for other opportunities. I can explain more in detail in an interview why the session at Iver was such a short one.

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CEO & FOUNDER – *Herretta AB* – Nov 2017 – Current - Stockholm, Sverige
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After working extremely broadly at *Tech Data* covering many businesses and projects at the same time I wanted to have the chance develop my own company. This is something I always wanted to try. It also gave me the opportunity to be my own boss, handle my own priorities and to make sure to be able to focus on less things but to make sure to deliver these projects with quality, instead of rushing from task to task.

My first assignment with *Herretta AB* was to help *Samsung Nordic* to develop their presence on the led market. *Samsung* is typically some 50% of the general Signage market but was a newcomer on the LED market with market shares below 3%. During 2017 *Samsung* took 10 deals on this market. During my time at *Samsung* from late 2017 I managed to create a strategic business plan, rework the sales and marketing process as well as initiating a more solution oriented approach developing *Samsung's* installation, services and partner setup. During the first half of 2018 we managed to grow to make 20 installations and grow *Samsung's* share on the led market significantly, starting to make a tangible difference compared to 2017.

During 2018 I helped *Samsung* to recruit a new operational owner for the LED business, who now continues where I left off. Since then I have continued my assignment on *Samsung*. I have helped them roll out a full implementation of the crm tool Salesforce in their Monitor and Mobile Phone B2B Sales organizations as well as introducing more tangible sales and marketing processes overall. I have also been driving their projects to introduce Eloqua, a Marketing Automation tool that connects to the recent established Sales processes. Combined with that I am also driving a Supply Chain optimization project for their Home Appliances Division and the introduction of a new On-Site Service concept driven from their Nordic B2B Customer Service department. My work at *Samsung* is scheduled to continue until June 2020.

PRODUCT MARKETING DIRECTOR, NORDIC OPERATIONS DIRECTOR & NORDIC CLIENT SOLUTIONS DIRECTOR – *TechData* - May 2008–Nov 2017 - Stockholm, Sweden

After being acquired by *Tech Data* I managed to keep my position, leading the broadline and volume business as I did at *Scribona*. My responsibility covered PC and Peripherals, Software, Mobile and Services as well as the Procurement organization. The areas I was responsible for had a yearly revenue of appr. 6 billion SEK and I managed to both grow the area as well as providing a result according to expectations. During my years at *Tech Data*, my personal skills in project management and structural strategic work was appreciated and I got an even broader responsibility covering most project management and operations tasks. When leaving *Tech Data* I was both PRODUCT MARKETING DIRECTOR and OPERATIONS DIRECTOR simultaneously, handling both the commercial part of the broadline/volume business as well as all internal operations tasks including project management, process development and internal efficiency development. One proud moment was when I was awarded the "Best Manager" of Tech Data Nordic/Sweden by the employees.

Direct reports: ~10 with a team of appr. 50 people below that

Management team: Yes, reporting to the Nordic MD

Role: Responsible for the Nordic Broadline Business Division as well as the Procurement department and Operations & Project management team.

Key tasks: Vendor management, product management, inventory management, project management, operational and process management, people management and P&L management.

VICE PRESIDENT, HEAD OF VENDOR MANAGEMENT - *Scribona AB* - 2001–2008 - Stockholm, Sweden

When leaving *Palm* I contacted my old employer *Scribona* who offered me a more senior and strategic role than I had in the past. Instead of only driving the Apple and Publishing Business Unit I was offered to run their overall PC and Peripheral division. In this role I managed all business units in *Scribona's* volume offering, handling everything around product management, procurement and marketing. I had full P&L responsibility for the business, covering some 3 billion SEK across the Nordic region reporting directly to the CEO, sitting in the Nordic management team together with the CEO, CFO, VP Solutions, Supply Chain Director and Country Managers. In this role I was responsible for developing *Scribona's* assortment and vendor strategy for the broadline volume business and how we in an efficient way got those product to the market, through both the local sales teams as well as through our digital channels like web sites and marketing. During these years I managed to meet the strategic and tactical targets that was set on me and my division. I was a long term contributor in the Nordic Management team and served under three different CEO's that all appreciated my efforts and gave me increased responsibility. During the last *Scribona* CEO, Fredrik Berglund, we also engaged in selling *Scribona* to our main US competitor *Tech Data*. In that project I handled all vendor relations as well as all work against lawyers handling the EU competition law requirements. I also handled most contract negotiations and stock/vendor valuations towards my counter parts at *Tech Data*.

Direct reports: 6 with a team of appr. 40 people below that

Management team: Yes, reporting to the CEO

Role: Responsible for the Nordic Broadline Business Division as well as the Procurement department.

Key tasks: Vendor management, product management, inventory management, partner seminars and meetings, tenders and offers, people management and P&L management.

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PRODUCT MARKETING MANAGER - *Palm Computing* - 2000–2001 - Stockholm, Sweden
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Palm was the rising star on the handheld computer market in the late 1990's and I was offered a position as PRODUCT MARKETING AND BUSINESS DEVELOPMENT targeting the large accounts in the Nordic region. Since I had been in the Publishing and Graphical market for so long I now wanted to try building something in a new area, the Mobile market. My work was to conceptualize the handheld and mobile work at these organizations establishing the *Palm* handheld as the key device. The approach was very similar as the work I previously had performed at both *Scribona* and *Apple*. We worked very intensively with seminars, proof of concept meetings and solution oriented collaborations with other key vendors and consultants. Unfortunately *Palm* did some central strategic mistakes and they lost their momentum and driving position on the handheld market to other phone manufacturers and ended up splitting the company and selling it off. I decided to leave *Palm* once this change became apparent.

Direct reports: None

Management team: No, reporting the Nordic Sales Director

Key tasks: Sales management, product management, partner management, end user and partner seminars, proof of concept sessions, tenders and offers.

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BUSINESS UNIT MANAGER – *Scribona* - 1998–2000 - Stockholm, Sweden
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However fun it was working for *Apple* it was a challenging time, given the difficult times *Apple* went through at that time. I was approached by my old employer *Scribona* to come back and drive the *Apple* and publishing team at *Scribona* and I chose to take that step. Basically I continued where I left when starting at *Apple* and managed to continue the successful work we had done before.

Direct reports: 6

Management team: No, reporting the Business Unit Director

Key tasks: Sales management, vendor management, product management, inventory management, end user and partner seminars and meetings, tenders and offers, people management and P&L management.

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PRODUCT MANAGER – *Apple* - 1996–1998 - Stockholm, Sweden
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After successfully driving the Apple Business Unit at *Scribona* I was offered a job at *Apple*. My role was to manage the graphical and publishing market, dealing both with the resellers that were strong in this area as well as with the key end users and influencers. During this time I worked a lot with “evangelizing”, organizing seminars, proof of concept meetings and

trainings. In order to create the best possible value for the customers we did this together with other key vendors like *Adobe, Quark, AGFA, Kodak, Sony, Radius* and other vendors focused at the publishing industry. We also engaged consultants and artists targeted at the graphical and creative markets building true value proposition with the Apple products as heroes. During my time as Apple I was awarded the Golden Apple as the best employee in Sweden, for the successful strategic work we did driving demand and customer satisfaction.

Direct reports: None

Management team: No, reporting the Product Marketing Director

Key tasks: Sales management, product management, partner management, end user and partner seminars, proof of concept sessions, tenders and offers.

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BUSINESS UNIT MANAGER – *Scribona* - 1994–1996 - Stockholm, Sweden
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I got to know *Scribona* from being one of their biggest resellers at *Office* in Västerås. I was offered a position to develop their *Apple* and publishing business area. We were five really motivated “Apple geeks” that ran this business unit as if it was our own company. We did active portfolio and vendor management securing that *Scribona* had the absolute best offering towards the reseller and end user market. We worked extremely active towards both the reseller and end user market organizing events, seminars and trainings around the products and solutions we marketed. We quickly became the trusted advisor in this area and could by doing so enjoy higher margins than both competition and other business units at *Scribona*. We grew rapidly and managed to increase both market shares and profit. This was the time I really understood and developed the importance of category management, partner development and solution selling. During these years we constantly achieved rewards for “Best managed team” and “Best Distributor” by both *Scribona* and our vendors.

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Direct reports: 6

Management team: No, reporting the Business Unit Director

Key tasks: Sales management, vendor management, product management, inventory management, end user and partner seminars and meetings, tenders and offers, people management and P&L management.

SALES MANAGER – *Biljardexpertern* - 1993–1994 - Stockholm, Sweden

When moving to Stockholm I chose to start working with my hobby and passion, billiards. I have been active in pool competition on highest level since I was a teenager and I knew the CEO of *Biljardexpertern*, who decided to hire me as SALES MANAGER for their reseller and distribution business. During this year I manage to develop their partner sales organization as well as structuring the sales process and business systems. It was a fun time, but compared to the IT industry it was too slow for me and after a year I decided to go back to the IT industry to achieve the pulse and challenges I find rewarding.

Direct reports: ~10

Management team: Yes, reporting to the CEO

Key tasks: Sales management, vendor management, inventory management, end user meetings, tenders and offers, people management and P&L management.

SALES MANAGER – (*Esselte*) *Office* - 1987–1993 – Västerås, Sweden

I started off as a Sales representative in *Esselte Office* working towards small and medium customers around Västerås, selling *Toshiba* portable computers and products connected. From pure canvassing to more structured and strategic sales. I quickly came in to the position to handle large accounts (*ABB, Volvo, Västerås City* etc) in the region where I was very appreciated for my strategic and structured approach and I was several times awarded “Best Partner” and “Best Sales contact” by my customers. After some years at *Office* I was promoted to SALES MANAGER where I led a Sales team of some 5 people as well as the Service team of 4. I was about to acquire *Office Västerås* together with two friends but didn't go ahead since I by then had met my future wife and decided to move from Västerås to Stockholm.

Direct reports: ~10

Management team: Yes, reporting to the CEO

Key tasks: Sales management, vendor management, end user seminars and proof of concepts sessions, tenders and offers, people management and P&L management.

EDUCATION POST PRIMARY SCHOOL

Miscellaneous

1996–2017 Office, Apple, Scribona and Tech Data arranged business and leadership trainings

Carlforskska Post Gymnasium Economics

1984–1987 Three terms course in finance and accounting

Carlforskska Gymnasium Västerås

1981–1984 Three-year social science high school

LANGUAGE SKILLS

Swedish *Mother tongue*
English *Fluent*
German *Basic skills*

COMPUTER SKILLS

OS *Windows and MacOS*
Software *Microsoft Office, Lotus Notes, Salesforce*
Business systems *SAP and GSCM*

MISCELLANEOUS

Military service *Ranger at K3 Karlsborg 1986*
Drivers Licence *Class A, B & E*

FAMILY

Married to Christina with two kids, Olle (14) and Maria (9)

OTHER INTERESTS

Family and friends. Competing in Historic Racing (Cars), Competing in Billiards (Pool and Carambole) and a big passion for music.