



Curriculum vitae

CORPORATE FINANCE MANAGEMENT EXECUTIVE

Seasoned Finance Director with a results-driven and proactive mindset, backed by more than 20 years of experience in senior finance roles. Recognized for consistently forging impactful cross-functional partnerships to achieve stellar results. Interested in senior finance or project management positions that will allow me to leverage my strategic acumen and operational expertise.

PROFILE

- Demonstrates strong leadership by inspiring teams to embrace challenges and exceed expectations, leading with clarity and confidence while fostering a collaborative, inclusive environment that drives both collective success and personal growth
 - Exhibits a persistent commitment to continuously improving business outcomes
 - Approaches significant obstacles as opportunities to surmount
 - Displays proactive, responsible, and forward-thinking qualities
 - Constantly strives for efficiency by proactively simplifying, aligning, and streamlining processes
- Exceptional communication skills with strong interpersonal and cross-cultural abilities, developed through extensive experience in international matrix organization

PROFESSIONAL EXPERIENCE

Companies and assignment working as a consultant (2018 - Present)

 Head of Group Accounting Aug 2023 - May 2024	 ICFR – Project Manager Aug 2022 - Jun 2023	 Project Manager D365 Implementation Oct 2021 - Jul 2022
 Project Manager Finance Transformation Oct 2020 - Sep 2021	 Interim Finance/Accounting Support Aug 2020 - Oct 2021	 Vice President Accounting Project Manager process harmonization Nov 2018 - Jun 2020
 Interim Finance Consultant Aug 2018 - Oct 2018	 Finance support when required Aug 2018 - present	

Key achievements from above consultancy assignments:

- **Project Management system implementations:** Managed large-scale ERP, reporting & consolidation and Internal control system implementations, ensuring timely completion, resource optimization, and effective risk mitigation for various customers (OptiGroup AB, Asker Group, Gunnebo/Sesami, Swedish Probiotics). Systems: D365, Oracle, AARO, Risma and Visma.
- **Process standardization:** Designed and implemented Shared Service Centers, standardizing financial processes and achieving significant efficiency and quality gains. (OptiGroup, Cellmark, Gunnebo, Educactius Group, Påbyggarna Kraftteknik AB)
- **Operational efficiency:** Led the enhancement of internal control measures across multiple entities, facilitating digitalization and improving compliance. (Asker Group)
- **Project Management ICFR roll-out** (Internal Control Financial Reporting): I assumed responsibility of overseeing the enhancement of internal control measures across multiple entities within the Asker Group, including development of effective and efficient solutions for 6 Nordic, 5 Group, 2 Central Europe and 2 Benelux entities. Within the Nordic and Asker entities, I closely collaborated with the Jeeves development department to facilitate digitalization wherever feasible.
- **Interim Leadership:** Maintained high-quality standards during transitional periods, overseeing complex international tax issues and coordinating audits. (OptiGroup, Educatus Group)
- **Start-up finance support:** Provided controlling and accounting support to a start-up company, including system implementations and KPI reporting tools. (Swedish Probiotics/Källa)
- **Global Financial Oversight:** Led global alignment and efficiency initiatives, managed sizable accounting teams, and ensured precise transfer pricing procedures. (Cellmark, Educatus Group)



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Permanent employments (before starting my consultancy journey):

Feb 17 - Aug 18 Educatius Group AB – Finance Director, Group & Europe (Location Gothenburg)

Main responsibilities:

- Led a finance team of 11 employees across Nordic markets and Germany, including HR/payroll oversight
- Ensured regulatory compliance and advised management on actions and risks
- Managed treasury functions, ensuring appropriate funding and hedging in all currencies
- Developed guidelines for budget and forecast preparations and prepared the annual budget in cooperation with the CEO

Achievements:

- Enforced policies for accurate monthly intercompany reporting and reconciliation for 22 entities
- Centralized accounting for Denmark and Norway, initiating a shared service finance in Gothenburg
- Restructured the finance team to enhance experience and clarify responsibilities
- Implemented SAP BPC for reporting & consolidation and a gross margin analysis tool for better business control
- Improved the budget process with detailed guidelines, enhanced templates, and consolidation tools

Dec 14 - Jan 17 Specsavers Sweden AB - Head of Finance, Sweden (location Gothenburg)

Main responsibilities:

- Leading a finance team of 12 employees across Specsavers AB finance and Business Services
- Accountable for strategic planning, 5-year growth plan, targets, and rolling forecasts in collaboration with the Swedish management team
- Develop business acumen in management and customer-facing teams to support the business strategy
- Provide commercial analysis and business decision-making support, offering insights and challenges

Achievements:

- Implemented a new ERP system launched on May 1st, 2015.
- Restructured the finance team, outsourcing store accounting and payroll to Visma.
- Established the Business Services department to support business transfers and financial services for JV/GV and franchise stores, with 50 out of 113 stores using Specsavers Business Support for accounting

Jan 13 - Nov 14 Oriflame Cosmetics WE - Regional Finance Director, Western Europe (location Warsaw, Poland)

As Regional Finance Director, I supervised 10 markets with annual net sales of 105 MEUR and was part of the Regional Management Team.

Main responsibilities:

- Provide stakeholders with insightful financial information and analysis
- Accountable for regional strategic planning, including a 5-year sales plan, targets, and rolling forecasts
- Consolidation of regional results, analyze performance, and challenge local management

Achievements:

- Changed legal setups for multiple countries and implemented online sales in pilot markets
- Merged the Mediterranean and North regions into Western Europe, supporting the VP Western Europe in setting up a regional support team
- Moved the SSC for Holland to Warsaw and aligned Greece's ERP system with the WE region
- Conducted internal control assessments and aligned the budget process across the WE region

Apr 10- Dec 12 Oriflame Cosmetics AB - Finance and Operations Manager, Sweden (Location Stockholm)

As Finance and Operations Manager, I reported to the Regional Director and was part of the Swedish Management team.

Main Responsibilities:

- Lead financial strategy and planning, including budgets, forecasts, and deviation analyses
- Providing business support in risk management, accounting, tax, legal, and credit & collection
- Ensuring that sales and profit targets were achieved and contributed to strategic planning
- Managed a customer service team of 8 team members, ensuring high efficiency and service levels.

Achievements:

- Outsourced Sweden from SSC Nordic to SSC EMEA in Warsaw
- Improved stock control, reducing obsolete stock by 30%
- Developed sales campaign tools to enhance gross margin control and customer offers



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Jun 08 – Mar 10 Mexx Scandinavia AB - Sales Manager, Sweden / Nordic Finance Controller (Location Stockholm)

Supervised Mexx's wholesale business with annual sales of 70 million SEK while maintaining my role as Nordic Finance Controller.

Main Responsibilities:

- Managing the Swedish head office and a team of 11, including a sales force of 7
- Negotiating contracts with customers, suppliers, and landlords
- Developing growth strategies for the Swedish wholesale business
- Continuing with the Nordic Finance Controller duties, including financial analysis and reporting

Achievements:

- Achieved cost reductions through team efficiencies and supplier negotiations across three markets
- Increased sales within Mexx Kids by 15%, securing agreements with Babysam and expanding Åhlens' stores offering Mexx products

Oct 06 - Jun 08 Mexx Scandinavia - Nordic Finance Controller / Nordic Business Planner (Location Stockholm)

Dec 05 - Sep 06 Maersk Logistics Sweden - Finance Controller, Sweden, (Location Gothenburg)

Aug 05 - Dec 06 Maersk Line Nordic- Accounting Manager (5-month interim connected to SAP implementation)

Oct 04 - Aug 05 Maersk Logistics Nordic - Team leader - Accounts payable Nordic (Location Gothenburg)

Oct 03 - Sep 04 Market Broker Sverige Filial AB - Accounting Manager (Location Gothenburg)

SYSTEMS/SKILLS

Excellent computer skills in Microsoft Office 365, Google and ChatGPT, advanced skills in excel and Visio

Accounting/reporting systems: D365, IFS, SAP, Jeeves, Visma, Hyperion, EssBase, Cognos, Oracle, Pentaho, Risma, AARO

Languages: Swedish – mother tongue, English – Fluent, Danish – Fluent

EDUCATION

2001-2003 **University of Economics and Financial Law**, Gothenburg, Sweden

Master's degree in accounting and financial Economics

1998-2001 **Växjö University**, Program of Economics, Växjö, Sweden

Two and a half year of economics, marketing, financing, management and accounting

1992-1996 **Nösnäs Gymnasium**, Stenungsund, Sweden

Program of Hotel- and Restaurant

1994-1995 **Huntington High**, West Virginia, USA

Exchange student, 12th grade, high school

PRIVATE

I live in Lindome with my husband and our 12-year-old son. We enjoy an active lifestyle, with a variety of activities such as golf, gym training, skiing, swimming, and supporting our son's passion for basketball. These interests play a significant role in our family life, keeping us engaged and energized in our free time.