



Curriculum vitae

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SENIOR FINANCE LEADER | FINANCE TRANSFORMATION | PROJECT MANAGEMENT

Senior finance leader with more than 20 years of experience across Finance Director, Head of Finance, Regional Finance Director and senior consulting roles in international organizations. Combines strategic financial leadership and business partnering with a strong hands-on approach to operational finance, transformation and continuous improvement. Extensive experience in leading finance teams, driving change across countries and functions, and managing complex finance and system implementation projects.

PROFILE

- Senior finance leader with extensive experience from international and matrix organizations
- Strong business partner with the ability to combine strategic thinking with hands-on operational execution
- Proven people leader, experienced in leading and developing finance teams through change and transition
- Results-oriented and proactive, with a strong focus on business performance and continuous improvement
- Extensive experience in simplifying, harmonizing, digitalizing and improving finance processes
- Strong communicator with the ability to build effective relationships across functions, countries and organizational levels

PROFESSIONAL EXPERIENCE

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

 Project Manager D365 implementation Dec 2025 – Jul 2026	 Project Manager Pagero & Medius implementation Aug 2025 – Dec 2025	 ICFR – Project Manager, AP&AR SSC Manager Aug 2022 - Jun 2023, Aug 2024 – Jun 2025
 Head of Group Accounting Aug 2023 - May 2024	 PM Finance Transformation & D365 Implementation Oct 2020 – Sep 2021; Oct 2021 – Jul 2022	 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:

- **International Finance Transformation & System Implementations:** Led complex, international finance transformation and system implementation projects across multiple countries and functions. Assignments have included ERP implementations and roll-outs, finance process transformation, reporting and consolidation solutions, e-invoicing and AP automation, as well as internal control systems. Clients include Tobii Dynavox, Paulig Group, OneMed, CellMark, Gunnebo/Sesami, Educatius Group and Påbyggarna. Systems and solutions include D365, AARO, Risma, Visma, Pagero, InExchange and Medius.
- **Interim Finance Leadership:** Held several senior interim finance roles, quickly taking ownership of finance functions during periods of transition and change. Roles include Finance Director at Educatius Group, Group Accounting Manager at OptiGroup and CellMark, and AP & AR Manager at OneMed. Responsibilities have included leading finance teams, group accounting, financial reporting, audits and process improvement. Across assignments, combined hands-on operational leadership with business continuity and a strong focus on developing teams, processes and ways of working.
- **Process improvement & standardization:** Improved finance processes across OneMed, CellMark, Gunnebo, OptiGroup and Påbyggarna, with a focus on simplifying, harmonizing and digitalizing ways of working. At OneMed, CellMark and Gunnebo, assignments included establishing Shared Service Centers to create standardized, scalable and more efficient finance operations.
- **ICFR Project Management:** Led the roll-out of Internal Control Financial Reporting (ICFR) across more than 15 entities within Asker Group in the Nordics, Central Europe and Benelux, with a focus on developing sustainable and efficient internal control solutions. The assignment also included the implementation and roll-out of Risma as the supporting ICFR platform.
- **Start-up Finance support:** Supported a start-up business during its first year of operations, covering accounting and controlling as well as the implementation of finance systems and development of tools for KPI reporting and performance monitoring. (Swedish Probiotics/Källa)



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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 the finance function across the Nordic markets and Germany, managing a team of 11 and overseeing HR and payroll
- Managed treasury, funding and foreign exchange exposure across the Group
- Led budgeting and forecasting processes in close collaboration with the CEO and provided financial guidance to management
- Ensured regulatory compliance and proactively advised management on financial risks and actions

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:

- Led a team of 12 across Finance and Business Services
- Led strategic planning, budgeting and rolling forecasting in close collaboration with the Swedish management team
- Acted as a financial business partner to management, providing commercial analysis, financial insight and decision support
- Supported the organization in strengthening financial and commercial understanding to drive business performance

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 held the finance responsibility for 10 markets with annual net sales of EUR 105 million and was a member of the Western Europe Management Team. Partnered with regional and local management to drive financial performance and support strategic and operational decision-making.

Main responsibilities:

- Led regional financial planning, including strategic plans, targets and rolling forecasts
- Consolidated and analyzed financial performance across 10 markets, identifying risks, opportunities and required actions
- Acted as financial business partner to regional and local management, providing insight and challenging business performance
- Supported strategic and operational decision-making across the Western European region

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:

- Member of the Swedish Management Team with responsibility for financial planning, budgeting, forecasting and performance analysis
- Acted as financial business partner to the business, supporting strategic and operational decision-making
- Managed key finance areas including accounting, tax, legal, risk management and credit & collection
- Monitored sales & profitability performance, providing insights to support achievement of business targets
- Led a customer service team of eight employees



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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

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

Combined commercial and financial leadership, with responsibility for the Swedish wholesale business with annual sales of SEK 70 million, while continuing 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
- Managed Nordic Finance Controller responsibilities, 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

ERP & Finance Systems: D365, SAP, IFS, Jeeves, Visma, Fortnox, Oracle

Reporting, BI & Consolidation: Power BI, AARO, Cognos, Hyperion, Essbase

Finance Automation & E-invoicing: Medius, Pagero, InExchange, Risma

Digital & Collaboration Tools: Microsoft 365, Copilot, ChatGPT, Claude, Miro, Visio

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, 12 th grade, high school

PRIVATE

I live in Mölndal with my husband and our 14-year-old son. We have an active lifestyle with strong interest in travelling and discovering new places. In our spare time, we like to stay active by going to the gym, playing golf during the summer and skiing in the winter. A big part of our family life also revolves around our son's passion for basketball, and we enjoy supporting him and following his journey – something that brings a great deal of positive energy to our everyday lives.