

Karin Hansson
International Business Developer
BSc in Business Administration



About Karin

Solid experience within business development, marketing & communications, and sales in Sweden and abroad. Working in positions as manager, project manager, business and management consultant. As a person Karin is result and goal-oriented, efficient, engaged and structured with a focus on result. Good analytical skills with a holistic view. Out-going and communicative.

Business knowledge: Production companies, food Industry, ICT and telecommunications, furniture and design, consultancy and service companies, public sector (trade)

Competences: International business development, market entry and partnersearch, market reseach and analyses, business models and stratgies, strategic and operational marketing and communciation, digital marketing, brand building, customer activities and events, sales towards B2B and B2C, project leader and trainer.

International experiences: European markets, Russia, Mexico, Thailand, Botswana and Angola

Former employers: The Swedish Trade Council/ Business Sweden, Ericsson Business Consultants, Cap Gemini, Telia Telecom and Unisource Business Networks, Reso Hotels, St Petersburg Russia, Nova Park Hotel Sweden and Swedish Civil Aviation and Administration

Examples of present and previous assignments and projects

- Partner search and market entry in Denmark and Finland, for a Swedish Healthcare company
- Export and international development for a small Brewery and Cheese producer
- Trainer in Export and International Trade, Sales and Marketing School in Stockholm and Gothenburg
- Guest speaker within Export Management and Cross Cultural Communications, at IHM Business School and Jönköping International Business School
- Partner search in Norway and Finland for a Swedish Lightening company
- Internal Communications Manager, Ericsson HR Unit, Hq Stockholm
- Strategic export plan for the Swedish Federation of Farmers, Hq Stockholm
- Business Manager for *Food from Sweden* at the Swedish Trade Council, promoting and developing the export of Swedish food, on selected markets
- Business development and Advisory services towards SME companies, developing their international business "*Steps-to-export*", Swedish Trade Council
- Trends and market analyses within mobile Internet services for a mobile operator in Thailand, Ericsson
- Pre-study, CRM processes for an operator in Mexico City, Cap Gemini
- Start-up of an export business in UK and Germany for a Swedish Food company, the Swedish Trade Council