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**References:**

Will be supplied on request

## **CURRICULUM VITAE**

### **WORK EXPERIENCE**

- Mercato Communications** 2001-  
My own business in Sales & Market Communications  
Clients: Installationsdata AB, Smarteq Wireless, Fortifikationsverket, Inverness Bostadsfond, JP Willborg AB, Nortech AB, Mun- och Fotmålarna, Berghs School of Communications, Abridge AB
- Preparing Marketing & Business plans, identify & develop market growth Opportunities, product launches, press releases and press plans. Sales, Sales Management and follow up on customer contacts. Lectures in market communications
- Account Director** 2000-2001  
Sandberg Trygg B2B Advertising Agency
- Managing accounts such as Envoy server and programming tools for CRM. iPU unplugged routers for mobile corporate networks. Ericsson Division Multi Service Networks.
- Nordic Market Communications Manager** 1997-2000  
DHL International AB
- Business to Business market communications and PR for the Nordic Markets, including the Baltic's and Poland.
- Market Communications Manager** 1995-1996  
Ericsson Mobile Communications
- Detailed Ericsson's Global Media & Creative Agency contracts.
  - Established format, content and criteria to improve return on market Communication investments. Developed education plans for market communications
- Ford Motor Company** 1980-1995  
I have had several management positions within Sales & Marketing in "National Sales Companies" and "Ford of Europe". I was the first female vehicle Zone Manager and the first female Merchandising Manager within the Ford organisation in Scandinavia.
- **Manager, Fleet Sales, Commercial & US Vehicles**/Ford Sweden
  - **Product Manager**/Car Marketing Plans, Ford of Europe, United Kingdom
  - **Merchandising Manager**/Ford Norway
  - **Manager, Sales Management**/Ford of Europe, Cologne, Germany
  - **Optional Extended Warranty Manager**/Ford of Europe, Cologne, Germany
  - **Field Operations Manager**/Ford Sweden
  - **Vehicle Zone Manager**/Ford Sweden
  - **Advertising & Sales Promotion Manager**/Ford Sweden

### **DEGREES**

- Bachelor of Arts in Business Administration and Economics, University of Stockholm 1980
- Cambridge First Certificate in English 1976
- High School Diploma (School of Commerce) Frans Schartaus Handels Gymnasium, Stockholm 1975

**LANGUAGES:** Swedish and English fluently. Partly German

## **ABILITIES:**

### **I. Leadership and Management**

- I have a proven track record as an excellent coach and team leader. I thrive on seeing people grow and utilise their skills to their full potential.
- I have recruited personnel, organised and built new teams/departments on an ongoing and regular basis. I have managed sales and marketing departments with up to 10 people
- Responsible for Fords market representation, incl. developing, appointing and terminating dealers.

### **II. Sales**

- I am and have been working as a Selling consultant with customer contacts at CEO level. I was Ford Motors first female Vehicle Zone Manager and Parts & Accessory Director in Scandinavia.
- Sales Manager Industrial Sales (for antennas and antenna applications).
- I have long experience and a proven ability of developing sales forecasts and budgets

### **III. Contract negotiations**

- I have detailed Ericsson Mobile Communications Global Media & Creative Agency contracts.
- I have on a regular basis been negotiating sales contracts, developing current and new accounts.
- Buying skills – I am a very experienced and knowledgeable buyer of market communication services. I have conducted and implemented several successful agency pitches.

### **IV. Project Management**

- I have been a project manager of a cross functional team working on a computer system for Vehicle Procurement, Warehousing and Distribution, for Ford dealers throughout Europe.
- I have managed sales & marketing activities for service contacts at national sales companies in Northern Europe (incl. Germany & the UK). Working for Ford of Europe in Cologne
- I have also been a Project Team Manager/leader for creative personnel at an advertising agency.

### **V. Strategic & tactical analysis**

- I am very skilled at preparing Business and Market communication plans incl. PR. I am also very proficient at detailing action and implementation plans for marketing activities.
- I have done several Product launches including product & market positioning
- Correct information is key to success! I have a strong analytical skill and ability to identify & develop market and segment growth opportunities

### **VI. Budget**

- Budget responsibility. I have always had full budget responsibility (incl. regular reporting to CEOs) for sales and marketing budgets – budget size from 25 up to 400 million SEK.
- I have established format, content and criteria to improve ROI on market communication

## **ACHIEVEMENTS:**

- Sales increased 100% or with 25 MSEK in the industrial market segment for antennas and antenna applications during my time as a Sales Manager at Smarteq Wireless
- Turned around a negative and underachieving dealer to expand his business and improve his profitability. He doubled his market share and thereafter consistently sold above national average.
- I have successfully re-negotiated the advertising agencies biggest contract. It had previously been misrepresented and was due to be terminated.
- I have created a Direct Mail Campaign for Ford Scorpio that generated incremental revenue of NKR 100 mills. The response rate was 46%, the market share increased from 0,6 to 1,4 %.
- I have created several B2B direct marketing campaigns, that have become “best demonstrated practice” in Europe, within DHL International.
- I have made DHL “spokesman of the industry”. The publicity doubled the in the Nordic markets.
- I have successfully organised several dealer conventions for Dealer Principals

## **PROFILE:**

My social skills are high; I find it very easy to fit in new environments. I am able to work on my own initiative and as part of a team. I have proven leadership skills involving managing, developing and motivating teams to achieve over and above their objectives. I have first-class analytical competence and experience. My friends would describe me as a very cheerful and happy person, full of creative energy, and who likes to be in charge. They would also say that I am a very reliable and loyal character. I am both determined and resilient and I tend to get things done!