

## C.V. ALEXANDER VAN RIESEN

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### MY PROFILE

I am a results-oriented person with over 20 years experience working with sales, marketing, business development, technology development (web, social media, mobile and e-commerce), management, strategy and organizational consulting. In my work over the years, I have had consistent success in creating and executing on strategies, leveraging teams, establishing new IT-solutions, change management projects, rolling out programs, establishing new solutions as well as forming partnerships and alliances.

I've gained experience from different market verticals and areas, for example; retail, banking and finance, telecom, media, consulting and working with a multitude of different enterprise systems (ERP, CRM, CMS, WEB, MOBILE, DAM, eCOM) etc.

My work has given me a profound understanding and knowledge in IT and how it can be transformed into business value for a company. I like working with new technology and developing people's thinking in using it. Communication is an important part of my way of life and I'm interested in personal and interpersonal communication. Have experience working with start-ups (as an employee, consultant and running my own start-ups) to large multinational companies, both nationally and internationally.

I've been working on all three sides in the business market environment: purchasing-, supplier- and consultant side. I have a strong personal and business network that I actively maintain.

### KEY AREAS OF KNOWLEDGE AND SKILLS

#### Working in the intersection between Business • Technology • Design • People

• Hybrid Thinking • Digital Development • Interim Management • Strategy Management • Business Development • Enterprise Architecture • Enterprise Design • Project Management • Marketing Management • Sales Management • Organization Development • Individual Development with NLP • Entrepreneurship • E-Commerce • Product Ownership • Presentation Skills • Agile Development.

### EXPERIENCE

#### Ongoing Assignments:

#### Innovation TBD (April 2021 - )

##### Role: Founder and Owner, Board Member

Founded a small agile consultancy with focus on combining Technology, Business and Design.

- Created a business area within ITBD: **Shopify Consulting** - working with Shopify ecommerce consulting for clients
- Created a business area within ITBD: **Design** working with UI and UX for general Web and App projects.

#### Thurne Teknik AB TBD (2019 - )

##### Role: Board Member

Member of the board in Thurne Teknik AB responsible for Digital Expertise etc.

#### van Riesen Obtineo AB (Jan 2001 –)

##### Role: Business Owner, Management & Strategy Consultant as well as Entrepreneur

Own project: Developing a new global sport e-polo, founder and concept owner.

Customers and Projects Example: Addtech, Clas Ohlson AB, Avensia AB, Intendia Group AB, Hyper Island AB, KlickData AB, SaabBoforsDynamics, Liber, Alenio, Fluidminds, 24SevenOffice, Segway Nordic AB and Predicorp. See previous Experience.

### CV

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*Latest Assignments / Experiences / Projects:*

**Sailing (July - Sep 2021)**

**Role: Yachtsman - Sailor - Helmsman**

Helping a skipper of a 53" Sailing Yacht to transport sail from Stockholm to the Mediterranean and Sailing in the Mediterranean. Responsible for all relevant duties on the sailing yacht, manning the helm, navigation, sail trimming, cooking etc.

**Addtech AB (Jan 2021 - March 2021)**

**Role: Part time - Senior Digital Advisor**

Working for Addtech as a digital advisor, to the executive management team and part of their Addtech Digital Initiative. Also conducting a series of digital inspiration workshops for their business area and business unit managers, as well as their 130 CEO's of independent subsidiaries regarding digitalisation.

**Paradiset AB (Sept 2020 – Jan 2021 )**

**Role: Part time - CDO and Product Owner for new eCommerce site.**

Leading a team and setting up a whole new eCommerce site for Paradiset. Implemented Solution: Ecommerce platform Shopify Advanced, did research and selection of PIM system, PIM integrated to Shopify with 3000 products, 2 price lists member vs non-member, Marketing Automation system Klayvio, Integration with WMS (Dream Logistics, Customer Support and ticketing system Gorgias, Refersion (Affiliate Marketing). 4 months from blank page to fully operational store Project Start: September 2020 Go Live: January 15 - 2021 on budget.

**Folksam AB (Aug 2020 – Dec 2020 )**

**Role: Project Manager / Product Owner for a product regarding Digital Sales**

Working as a PM in a larger team with the responsibility to work with a cross department team and drive the digitalisation and back-log of taking one of Folksams product offerings and selling them online.

**Avensia AB (April 2017 – April 2020 )**

**Role: Innovation Director and Senior Commerce Consultant, Part of Avensia Advisory Team.**

Avensia AB is a leading eCommerce consulting company. Working with Avensias customers with Digital Transformation, Innovation, eCommerce, Unified Commerce and Omni-channel solutions. Both strategically and tactically as well as with operations. Headed and Designed in 2017 Avensias internal company conference for 140 people, around innovation, Avensia-X. Lead part of a team who created the marketing concept Unified Commerce Alliance [www.unifiedcommerce.net](http://www.unifiedcommerce.net), was speaking at Microsoft Inspire in Las Vegas for +3500 people in July 2018 about Unified Commerce. Worked as an interim CDO for Nilson Group, Scandinavias Largest Shoe Retailer. 2017-10-01 to 2018-06-30. Been assigned as an interim PMO for a pre-study and preparation project regarding ERP (OMS), PIM and CMS implementation, for a major Nordic Retail brand.

**Clas Ohlson AB (May 2013 – Jan 2016)**

Turnover: 6000 - 6500 MSEK

**Role: Global Head of eCommerce and Omni-Channel**

Overall responsible for the eCommerce operation and development in our four current markets (Sweden, Finland, Norway and the UK.) Owning the total eCom PnL for the group. Leading a team of in total 16 people working with eCommerce, both centrally and locally. Working with the whole eCom value chain from customer acquisition (Earned and paid media SEO, SEM, CPC, CPA, CPO, CPM) site merchandising and optimization to fulfillment, payment and pricing. Responsible for online strategy as well as tactical execution.

**Shing AB (Feb 2016 – Jan 2019)**

**Role: Founder and CEO**

Founder of new software development company that enables smarter consumption in enabling retailers to rent out their products to consumers as an alternative to outright sales.

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## REFERENCES

Available upon request

## EXPERIENCE CONT.

*Previous Assignments / Experiences / Projects:*

### **Hyper Island AB (Dec 2013 – Jan 2016)**

**Role:** Lecturer in Gamification and Engagement and Interaction Design for Hyper Island Master Classes and tailored company educations.

### **Pergate AB (July 2012 – July 2016)**

**Role:** Board member, Business Owner, Co-Founder. Responsible for Business Development and Sales closed 3 MSEK in revenue within 6 months. Pergate was creating a new interaction and engagement system for Retail and Shopping Malls, Travel and Destinations Management Organizations DMO's, Enterprises and Media based on an omni-channel (web and mobile) strategy and IT-plattform. During 2013 Pergate won an award for its first shipped product.

### **Axcent and littala SA, (Jan 2007 – Jan 2009)**

Axcent SA acting as the agent for Axcent of Scandinavia and littala Oy for the South African market of the Axcent of Scandinavia watch brand and littala Glassware, founding partner of the company.

### **Ekakan AB, (Jan 2002 – April 2003)**

**Role:** *Marketing Management and Business Development*

Responsible for business and company development etc

Finding a new large customer base and resulting in increased revenue.

### **Mind (May 2000 – Dec 2000) Stockholm, Sweden**

**Role:** *Business Development* - Working as a strategy consultant for Mind customers.

### **Siemens AB (May 1999 – May 2000) Stockholm, Sweden**

**Role:** *Project Hire, Management, Business Development and E-business Consultant.*

Siemens AG, Germany and Siemens AB, Sweden. Responsible for E-Business and Internet Strategies

### **Sun Microsystems (March 1997 – May 1999) Stockholm, Sweden**

**Role:** *Internet Marketing Manager Nordic*

Successfully launched and managed various marketing programs in the Nordic arena.

### **Tetre (Jan 1997 – March 1997) Stockholm, Sweden**

**Role:** *Internet Consultant / Sales Manager*

I-net (Internet, Intranet and Extranet) Consulting

### **WM-data Communication AB (Jan 1995 – Jan 1997) Stockholm, Sweden**

**Role:** *Sales Manager and Team Leader*

Successfully started and managed a group to work with Internet Solutions.

### **Sharp Electronics (Oct 1991 – Jan 1995) Stockholm, Sweden**

**Role:** *Sales Representative and Team Leader*

Team lead and major contributor to closing Ericsson for Sharp Electronics as a new customer.

## EDUCATION

**IHM Business School** – (1998-1999) Stockholm, Sweden, Marketing and Economy.

**Rudbeck Gymnasium** – (1987-1991) Stockholm, Sweden, College.

## TRAINING & CERTIFICATES

Example of training and certificates

## **CV**

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- NLP, Trainers Trainer
- Sales Management Training
- Facilitation Training, Grove
- Divemaster PADI, Diving
- First Emergency Response Instructor
- Presentation Techniques
- 1<sup>st</sup> Kyu in Ninpo Taijutsu, Martial Art
- Action Teams, Group Management

## PRESENTATION AND TEACHING

Example of presentation and lecture experience

- 2019 – Data in Retail, Data Summit, Stockholm.
- 2018 – Microsoft Inspire in Las Vegas, +3500 in audience. Presentation on Unified Commerce
- 2016 – Sweden Urban Arena, Lecture in Access Economy and the future of consumption.
- 2014 - OmniChannel Commerce, Presentation, Oslo at NCSC Summit
- 2012 HyperIsland Lectures Gamification, Sweden
- 2004-2005 Individual Development Classes for Liber Hermods. Evaluation over 4.0 on a 5.0 scale from participants
- 2005 - Stockholm School of Economics, MBA Education. Topic: Prediction Markets
- 2003-2005 Various teaching assignments Marketing Management Courses

## LANGUAGES

Mother tongue is Swedish. Fluent in spoken and written English, 8 out of 9 in the academic version of IELTS -test in 2007. Fluent in spoken and good written German 2<sup>nd</sup> mother tongue. Basic knowledge of Italian.

## PERSONAL INFORMATION

Personal interests are spanning over a wide area from running, sailing, Segway Polo, diving, photography, snowboarding, practicing Ninjutsu (an ancient Japanese martial art), travelling and meeting friends among others.

## SPORTS

Founded e-polo in 2019, [www.e-polo.com](http://www.e-polo.com)

Currently in my spare time developing the sport of e-polo

Chief Event Manager for the Inaugural World Cup in e-polo 2019 in Stockholm, +150 participants

I founded and was captain of the first Segway Polo Team and Club (Stockholm Saints) in Sweden in 2008.

Chief Event Manager for the World Cup in Segway Polo 2012 in Stockholm, +150 participants

Stockholm Saints - World Cup Winner of 2013

## ORGANIZATIONS

Chairman on the Board of Directors, International Segway Polo Association (ISPA) (2017 – end in Dec 2018 )

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