



CURRICULUM VITAE

Communication, Leadership, Marketing and Sales

I am most passionate about and driven by challenges within communication, leadership, marketing, and sales. Tackling these tasks on both operational and strategic levels with commitment, collaboration, and expertise is key to achieving outstanding results.

Professional Experience

September 2019 – November 2019

MARKETING AND SALES MANAGER, Vara Konserthus AB

As the marketing manager at Vara Konserthus, I was responsible for communication, sales, property management, and the restaurant. The company also includes Bohuslän Big Band, a touring big band based in Gothenburg. I was responsible for 16 employees and was part of the company's management team.

January – May 2019

SENIOR CONSULTANT, Gullers Grupp

As an account manager and project manager at Gullers Grupp in Gothenburg, I worked with several major clients to help them develop their communication strategies.

August 2016 – January 2019

HEAD OF COMMUNICATIONS, Carlanderska Hospital

Responsible for internal and external communication at Carlanderska Hospital and a member of the management team. My role involved shaping all communications, both internal and external. Since the communications role was new to the hospital, we built the entire framework for brand management, communication strategies, media relations, and digital development during these years.

November 2012 – June 2016

DIRECTOR OF COMMUNICATIONS, SP Technical Research Institute of Sweden

During this period, I was responsible for internal and external communications and marketing at SP Sveriges Tekniska forskningsinstitut (RISE). My tasks included renewing and transforming the brand, working with PR, media, traditional and digital marketing, and managing media relations. A significant part of my role involved strategic planning around the organization's brand management. I directly managed nine employees, as well as the communications officers at the organization's 18 units and subsidiaries. This role was part of the corporate management team and involved extensive collaboration with government agencies, other research institutions, and major companies.

August 08 – November 12

MARKETING COMMUNICATIONS & PR MANAGER, Volvofinans Bank

Responsible for all marketing communications and PR across various business areas and target groups, including credit cards, loans, leasing, and fleet financing. My responsibilities included budget management, agency relationships, partner collaboration, CRM systems, and more. I also collaborated with dealerships across the country and with Volvo AB and Renault. As a member of the Sales and Marketing leadership team, I contributed to the development of the company's business and brand strategies. I directly managed eight employees.

January 01 – July 08

MARKETING MANAGER, Volvofinans Konto AB

Responsible for all marketing and sales at Volvofinans. My tasks included overall planning and strategy development for business growth and branding, budgeting, and both sales. I was also responsible for training Swedish Volvo dealers, collaborating with Volvo Cars Sweden, and overseeing major business and IT projects as well as the development of the Tanka brand.

August 84 – December 99

VARIOUS ROLES, Volvofinans Konto AB

Held multiple positions involving business development, project management, management support, financial and personnel responsibilities, along with periods of parental leave.

Education

87 – 89 IHM Business School – Marketing Economist Program

83 – 84 Advanced Course in Marketing with Internship

Other information

Since 2017, I have been living in Mollösund with my husband and have a weekday residence in Gothenburg. I am actively involved in community work in Mollösund, including serving as chairperson in local associations.



Contact

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