

Jacob Ferlin – Cover Letter

I came in contact with you during a workshop on design thinking this fall. The workshop was held by Karl-Magnus Möller from Ericsson and was part of a master course in my entrepreneurship education at Gothenburg University. Since then, Ericsson has been on my mind when it comes to master thesis and perhaps also for later work life.

I found the thesis application for the networked society on your site which caught my attention. My interest for ICT, or perhaps more generally when it comes to programming, can mainly be seen through my earlier education: upper secondary school was filled with programming robots, manufacturing machines (I actually competed in youth-SM in CNC programming, ended in fourth place though), and in a short internship in California used for even more programming in industrial settings.

After attending Chalmers for half a year I changed my mind, from focusing only on physics and technology to more on society, innovation, and entrepreneurship. Since that change my interest for tech. never vanished but my time was used for doing simpler websites and such for entrepreneurial reasons, trying out different business models. Having read books (love to read) related to tech. and society (great reading tips below) my interest for more advanced topics has once again raised, this time I chose to attend machine learning courses on Coursera offered by Stanford University and John Hopkins University.

My business experience can be considered to mainly stem from the student consulting firm I worked for a year and later on led together with the CEO for another year. What I learned there was first to sell and running market projects, and later on to develop the business with e.g. a new business area (read more about that on my CV) and being responsible for the quality of every project carried out by our firm.

When it comes to thesis areas I could consider at Ericsson, it would be really interesting if it were related to how business models could be developed and validated using the vast amount of data available in the internet. In a wider perspective, areas concerning how innovation on both strategic and managerial level could be enhanced by using ICT as a tool would be of great interest. Potentially, a thesis could revolve around how 'internet of things' provide this data that could be mined for very interesting data.

A partner I wish to work with is David Marcell Szabo.

Best Regards
Jacob Ferlin
November 23, 2015

References (have never put them on a cover letter before, still great readings for the one interested!)

- Brynjolfsson, E., & McAfee, A. (2014). *The second machine age: work, progress, and prosperity in a time of brilliant technologies*. New York: W. W. Norton & Company.
- Kurzweil, R. (2005). *The singularity is near: when humans transcend biology*. New York: Viking.
- Kurzweil, R. (2012). *How to create a mind*. New York: Viking.

Jacob Ferlin – CV

Summary of my profile

- Experienced in *business development*, *entrepreneurship*, and *team work*.
- Strong *strategic thinker/analytical* (GALLUP StrengthsFinder Assessment).
- Skills (Great Eight CF Assessment):
 - Creating and *innovating*; Formulating strategies and concepts
 - *Analyzing*; Apply expertise and technology
- Driving forces:
 - Balanced: Prioritizes career, family, friends, spare time and personal growth equally.
 - High: Values *challenges*, *excitement* and the right work content.
- Strong interest in innovation, especially those enabled by *tech*. (think IBM's Watson, Tesla's Autopilot).

Work Experience

Business Developer	Alfrek AB (part of GU Ventures)	2014-11	2016-01
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- Validated platform business model of Alfrek – a startup in GU Ventures' portfolio.
- Made a pivot from researchers to students as a customer segment and changed the value proposition.

Market Assistant	SCA Hygiene Products AB	2015-06	2015-09
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- Part of a global innovation team developing future offerings.
- Analyzed and gave recommendation as part of business model investigations.
- Instructed SCA employees in Microsoft Excel's Pivot-Table function and macro writing.

VP, Business Area Manager, Consultant	HHGS HandelsConsulting AB	2012-11	2015-01
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As VP – Achieved customer satisfaction at 4.7/5 for 50 consultancy projects.

As VP – Formed new business area, re-organized education, started initiative to extend employment length.

As **BAM** – Led and encouraged 20 student consultants in their sales to achieve goal of 1.2 MSEK.

As **consultant** – Led three consultants each in two market analysis projects from Feb – June 2013.

As VP, BAM, and consultant – Sold 500 TSEK worth of projects.

Intern	Sandvik AB	20 w. 2006-2009
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- Construction and manufacturing assignments (Sandviken, Sweden).
- Developed application for communication between company products (California, US).
- Part of upper secondary education (Göranssonska skolan).

Education

MSc Knowledge-based Entrepreneurship Gothenburg University 2013-08 2016-06

- Focus on knowledge-intensive entrepreneurship and innovation.
- Study break Jan 2014 – Dec 2014 for VP in HandelsConsulting.

Machine Learning	Coursera (Stanford University)	2015-11	2016-08
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- Apply advanced machine learning algorithms. (John Hopkins U.)

BSc Industrial and Financial Management Gothenburg University 2010-08 2013-06

- Business education with international focus.

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- Studied Japanese during three months in Sapporo, Japan.

Economics	Gothenburg University	2010-01	2010-06
Physics	Chalmers Technical University	2009-08	2010-01
Upper Secondary School	Göranssonska skolan	2006-08	2009-06
<ul style="list-style-type: none"> – Mathematics, programming, industrial production and management. – Studied 3400 p. (+36 % compared to regular schools). 			

Personal

- Languages: Swedish (native), English (fluent), German (basic), Japanese (basic).
- Interests: Love to read, run/hike along Bohusleden.
- Mentor in the *Mentor Sweden* program – an NGO focusing on young people in Sweden.
- Recently built a computer monitor stand out of LEGO for my old 'recycled' MacBook Pro screen.

References available upon request.



UNIVERSITY OF GOTHENBURG

Official Transcript of Records for

JACOB FERLIN

(Civic registration number 900116-2354)

Courses -----	Credits -----	Grade -----	Date -----	Note -----
Economics: Introductory Level	30.0	G	2010-06-07	1
Statistics 1a - Descriptive Statistics	7.5	VG	2011-02-18	1
Micro Economics and Management Accounting with Commercial Law 1	22.5	G	2011-05-17	1
Marketing	7.5	G	2011-05-21	1
Statistics 1b - Sampling Techniques	7.5	VG	2011-06-04	1
Japanese: Introductory Course, Part I	7.5	G	2011-10-03	1
Financial Accounting, Commercial Law and Macroeconomics	22.5	G	2011-12-02	1
Business Planning for High-Growth Start-Ups	7.5	G	2012-03-27	2
Japanese: Introductory Course, Part III	15.0	VG	2012-06-29	1
Japanese: Introductory Course, Part II	7.5	G	2012-08-16	1
Analysis of the Global Environment	15.0	G	2012-08-20	1
Financial Management	7.5	G	2012-10-03	1
Operations Management	7.5	G	2012-11-19	1
Management	7.5	G	2012-12-04	1
International Business	15.0	G	2013-03-09	1
Industrial and Financial Management, Bachelor Thesis	15.0	VG	2013-06-03	1
Industrial and Financial Management, Bachelor Course	15.0	G	2013-08-21	1
Innovation Management	7.5	VG	2014-08-23	1
Entrepreneurship and New Business Development	7.5	G	2014-10-29	1
Innovations and Structural Transformation	7.5	G	2015-03-03	1
Strategy and Organization	7.5	G	2015-03-06	1
Knowledge Intensive Entrepreneurship	7.5	G	2015-03-18	1
Risk Management and Finance	7.5	G	2015-03-23	1
Assessing Entrepreneurial Ideas	7.5	G	2015-06-05	1

Official Transcript of Records for

9001162354 JACOB FERLIN

Total sum:	270.0 credits
Transferred credits:	15.0 credits

The above is an excerpt from the register of student records.

Notes:

b) Transferred credits, date of decision

Grading systems:

- 1) In descending order VG=Pass with Distinction, G=Pass, U=Fail, TG=Credits transferred
- 2) In descending order G=Pass, U=Fail, TG=Credits transferred

60 credits represent a full academic year.