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):
 - o Creating and *innovating*; Formulating strategies and concepts
 - Analyzing; Apply expertise and technology
- Driving forces:
 - o Balanced: Prioritizes career, family, friends, spare time and personal growth equally.
 - o 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

016-0

- 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

- 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

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

- 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

Apply advanced machine learning algorithms. (John Hopkins U.)

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

Business education with international focus.

Lindholmsallén 39 Lgh 1204 417 53 Göteborg +46 (0)70 53 55 697 jacob.ferlin@me.com

Studied Japanese during three months in Sapporo, Japan.

EconomicsGothenburg University2010-012010-06PhysicsChalmers Technical University2009-082010-01Upper Secondary SchoolGöranssonska skolan2006-082009-06

- 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.



Official Transcript of Records for

JACOB FERLIN

(Civic registration number 900116-2354)

Economics: Introductory Level 30.0 G 2010-06-07 1 Statistics la - Descriptive Statistics 7.5 VG 2011-02-18 1 Micro Economics and Management Accounting with Commercial Law 1 22.5 G 2011-05-21 1 Marketing 7.5 G 2011-05-21 1 1 Statistics lb - 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 2012-03-27 2 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 III 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 2013-06-03 1 Industrial and Financial M	Courses	Credits	Grade	Date	Note
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Validate the transcript at: http://verify.gu.se Civic registration number: 9001162354 Verification code: 6S9D7A781E Verifiable through 2016-05-18

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:

- 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.