

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.

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.

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.