

# 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"> <li>– Mathematics, programming, industrial production and management.</li> <li>– Studied 3400 p. (+36 % compared to regular schools).</li> </ul>			

## 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.

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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.