Jacob Ferlin – CV

## Summary of my profile

* Experienced in business development, entrepreneurship, and team work.
* Strongstrategic 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

* 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.
* 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

* 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.