



# ERIK STURESSON

LEADER IN TECH & INNOVATION  
PRODUCT & BUSINESS DEVELOPMENT

## Product Owner & Co-founder

Student Node (acq. by Poolia, 2019) | 2014–Present

Led Student Node from idea to an established tech platform within Poolia Group (3000+ employees), combining product ownership, technical leadership, business development, and hands-on programming.

### After acquisition (2019–Present):

- Product Owner for a new consultant-matching platform with integrations to SAP Fieldglass and Magnit.
- Responsible for Talent Reach: an automated job-matching system (including API), implemented in large corporate environments.
- Delivered and iterated on event platforms for clients like Poolia and QRIOS.
- Led further development of Student Node's SaaS platform (speed interview booking, admin panel, ATS integrations, invoicing).

### Before acquisition (2014–2019):

- Grew the company through strategic partnerships, collaborations, and tech events (e.g., Tech Boat & Tech Tower, 200+ participants).
- Conceptualized and owned the product for Student Node's career fair platform, managing strategy, structure, and development from idea to SaaS launch.
- Led business strategy and market validation, securing early customer commitments to ensure demand and shape product features based on customer needs.
- Built and led a team of developers, sales, and customer success professionals.

## CONTACT

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Portfolio: [eriksturesson.se](http://eriksturesson.se)

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## PROFILE

I founded and led the development of systems such as Sweden's leading SaaS platform for career fairs, where I was responsible for aligning products with customer needs and creating solutions that drive efficiency and value for both employees and clients. This led to the acquisition of the company I co-founded in 2014 by the publicly listed Poolia in 2019, where I continued for 6 years. I thrive in roles bridging technology, business, and users – responsible for requirements, roadmaps, prioritization, and working with the team to deliver products that make a real impact.

## EDUCATION

Bachelor's Degree in Business Administration, Management  
Stockholm University (2013 – 2015)

Upper Secondary Education, Science  
Blackeberg High School (2007 – 2010)



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## TECHNICAL SKILLS

### Systems:

CRM-system (Hubspot, Zoho),  
Kampanj/mail-system (Mailchimp,  
Sendinblue / Brevo), Excel, Word,  
Powerpoint, Google Sheet, Google  
Docs, Google Presentation, Wordpress,  
Hogia, Loopia

### Design:

Canva, Affinity Designer, Wordpress

### Programming:

Typescript, NodeJS, React, Firebase,  
GCP, Docker  
MySQL, NoSQL, Powershell, VSCode,  
Javascript, Typescript, HTML5, CSS,  
SCSS, XML, React, Firebase, GCP  
(Google Cloud Platform), Hosting,  
Github, Express, Powershell, AI,  
Docker, API integrations

## ADDITIONAL INFO

Swedish B License | Boat License

### Languages:

Swedish – Native  
English – Professional  
Norwegian – Basic

## LEADERSHIP & COLLABORATION – COMPLEMENTARY EXPERIENCE

By leading teams, managing client relationships, and acting as a mentor and coach, I have developed strong skills in understanding and meeting the needs of both clients and team members. This experience has given me a deep understanding of human dynamics and how to build effective, cohesive teams working towards common goals – a key ability in successfully leading product development and delivering solutions that truly meet customer needs.

My experiences have also taught me the importance of clear communication with both technical and non-technical stakeholders, allowing me to act as a bridge between teams and ensure alignment toward a shared vision.

## Sales Representative – Investment Advise

Söderberg & Partners | Parttime, 2014

During my high school and university studies, I worked part-time in the finance industry, responsible for scheduling meetings and creating value for clients through advisory services. This role helped me develop strong communication and coordination skills, which are essential for understanding customer needs and working toward shared goals.

## Teamleader

Viafone Sweden AB | 2011

Led a sales team of up to 40 people, responsible for recruitment, training, and coaching. By creating structured training programs and focusing on goal-setting, we improved sales by over 50%. This experience gave me valuable insights into team building, leadership, and implementing processes to achieve shared objectives.

## Group Commander

Swedish Airforce, Rifle Platoon | 2010

As a platoon leader, I led my platoon through the soldier test and was the only platoon in the company where all soldiers completed the march and challenges. I motivated and coached the group by delivering speeches and ensuring everyone stayed focused and on track.