

Christer Ahlberg

M.Sc (Eng.)

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Born 28.02.1969 in Helsinki, Finland

Finnish–Swiss dual citizenship since Jan.2014
Married with Minna and father of two girls (1998, 2000)

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Executive summary

- 15 years of experience in sales & business development at hidden champion in retail
- Passionate about consultative selling, facilitated digital disruptive innovations and new ecosystems.
- 4 years of project management, construction, shipping, logistics and cost control in crane industry.
- Experienced in charge of 80 persons and 5 direct reports or setting the pace in global virtual teams.
- Industrial economics and mechanical engineering background
- Swedish & Finnish mother tongues, native language knowledge; German, Swiss and English fluently

Experience

2011 – 2016	Polar Electro Europe AG, Area sales manager , Zug, Switzerland. Heart rate monitoring, sporting goods, retail & distribution. Responsible for 13 distributors in CEE & APAC, 20 countries, 7 M EUR,
2009 – 2014	Polar Electro Europe AG, Global sales manager , Bluetooth®: Zug, Switzerland, disruptive technology integration into smartphone fitness apps, grew sales to annual 4 M EUR level from zero
2006 – 2015	Polar Electro Europe AG, Senior sales manager , Technologies, Zug, Switzerland, Key account mgmt of fitness- & mobile equipment manufacturer and textile producers (base layer1), 200+ accounts, 6 M EUR
2000 – 2005	Polar Electro Europe AG, OEM sales manager , Zug, Switzerland, Integration, sales & delivery of heart rate monitoring components into co-operation partner's products. 1 st risk assessment for OEM Business unit
Year 2000	Konecranes plc., Factory manager , Hämeenlinna, Finland. Hoists factory, metal industry. 5 direct reports, 80 EMP in total. In charge of production, personnel & costs, quality & initiative matters, planning of capacity and responsible for mechanical engineering department
1997 – 1999	Konecranes plc., Shipping manager , Hyvinkää, Finland. Harbour cranes, global project deliveries, 15 EMP in team, in charge of warehouse and logistics terminal
Year 1997	Konecranes plc., Assistant project manager , Hyvinkää, Finland. Project shipments. Acted also as assistant project manager & secretary for company internal Lean-project / Business development

Experience (detailed)

2011 – 2016 **Polar Electro Europe AG, Area Sales manager:** Zug, CH

- Full revenue responsibility from 13 countries / distributors
Sales in Poland grew six-fold in 4 years, with common actions, added fieldwork & investment
- Making action plans & out-of-the-box thinking to improve visibility at POS & female audience
- In charge of distribution network (Sports retail, E-shops, CE channel) in CEE and APAC
- Negotiated KA contracts (Intersport) on regional level, to boost brand visibility and sell-through
- Implemented monthly reporting (forecast, sales & marketing), distributor contracts & annual KPIs
- Evaluation, selection process and development of new distributors for Polar group

2009 – 2014 Polar Electro Europe AG, **Global Sales manager, Bluetooth®:** Zug, CH

- Bluetooth®, responsibility for co-op with smart phone fitness app producer, phone brands, wearables (Apple, Endomondo, Nokia, Runkeeper, Runtastic, SportsTracker, etc.)
- Grew BT Sensor business from scratch to annual sales of approx. 4M EUR

2006 – 2015 Polar Electro Europe AG, **Senior Sales manager, Technologies:** Zug, CH

- P/L responsibility within niche business, contract negotiations and brand building
- Significant contributor to the group profit and future roadmaps
- Annual strategic planning, new business development of BU sales in EMEA & APAC
- KAM of fitness- & mobile equipment-, recreational equipment- and textile manufacturer (base layer1)

12/2000 – 2005 Polar Electro Europe AG, **OEM Sales manager:** Zug, CH

- Integration of Polar technologies into applications of clients, co-op's and prospects (200+ in total)
- Sales and deliveries of several 100k pcs. of components per year to OEM accounts
- Negotiations at all levels of co-operation partner's, performed 1st risk assessment for OEM BU

2000 – 11/2000 **Konecranes plc, Factory manager,** Hämeenlinna, FIN

With 5 direct reports led team of 80 persons. Production, personnel & costs, quality- and initiative matter, planning of capacity. Was responsible for mechanical engineering department, maintenance and facility matters, industrial safety officer supervisor at KCI Hoists Corp., before moving to Switzerland in Dec. 2001

- New factory layout change & ensuring smooth ramp-up for the CXT Wire Rope Hoist, 1st commercial deliveries in 06/2000 within schedule (public-launch in March 2000). Production output increased by 20% with new production lines.

12/1997 – 12/1999 Konecranes plc, **Shipping manager,** Hyvinkää, FIN

Led team of 15 persons, tasks included development and planning of national and international transports & distribution (harbour cranes). Led warehouse and logistic terminal at Konecranes VLC (Very Large Cranes).

- In charge of 1st of a kind, fully-erected Rubber-Tyre Gantry cranes (6 units x 125 ton) shipment as deck-cargo, from Hanko/Finland to Colon/Panama (Heavycon – contract, loading & unloading etc.)
- Supervised 1'200 ton fully erected continuous unloader shipment from Hanko/FIN to Bristol/UK
- Implemented delivery monitoring and project- & tender transport cost calculation system
- Managed global shipments & logistics-projects in Asia, Europe & Americas

06/1997 – 11/1997 Konecranes plc, **Assistant project manager,** Hyvinkää, FIN

- Organized multiple project shipments from OECD countries to several projects in China / Asia
- Secretary for the company intern 'VUO – projekti' (Lean – project / Business development)

Internships

1996	Ciba-Geigy Werke Kaisten AG , Chemical industry, Implementing improvements in production and Performance Analysis 1995 at Werksingenieursdienste, Aargau, Switzerland
1994 – 1995	Ciba-Geigy Werke Shoren AG, CAD-operator at Ciba-Geigy, Technical Department, Ingenieurs- und Verfahrenstechnik, Basel, Switzerland
1994	Victorinox AG , Exports & warehousing at knife factory, Ibach, Schwyz, Switzerland
1993	Teknologföreningen, Espoo, FI. Board member of HUT Swedish-speaking guild
1989 – 1991	Varied positions at Oy E.Sarlin Ab, nowadays Grundfos, pumps (AutoCAD layout- and manufacturing drawings, assembly-, storage and process development work
1984 – 1996	Shop clerk, sales of boats & boat exhibitions (winter- and summer show), Oy Maritim Ab, Finland

Education & Master's Thesis

11/2008	How to Inspire, Motivate and Lead Sales Professionals , Dale Carnegie Training, Switzerland
2003	Internal accounting and business development , JOKO Executive Education, Helsinki School of Economics, Finland
1995 – 1996	Ciba-Geigy Werke Kaisten AG, Master's Thesis ; "Optimierung der Instandhaltung und der Anlagenteile einer Produktionsstrasse", Plastics Additives Unit, Werksingenieursdienste, Aargau, Switzerland
1989 – 1997	M.Sc. (Eng.) Helsinki University of Technology, Mechanical engineering and industrial economics
1985 - 1988	Brändö Gymnasium, upper secondary school, Finland
1976 - 1985	Comprehensive school, Finland

Miscellaneous

Good IT skills in Windows, Word, Excel and PowerPoint, Cognos, SAP, AutoCAD

Passionate golfer, who enjoy outdoor activities and hiking with family

Finnish champion in team handball 1993 & 1999

Military rank, Lieutenant, Infantry officer 1989 nominated best of class – RUK course nr. 189, 2nd Infantry

References

To be supplied case-by-case