

Ake Pettersson

Technically motivated business development leader

Experienced business leader with a successful track record in ground up initiatives and demonstrated history of working in the IOT industry for over 20 years. Skilled in Partner Management, Go-to-market Strategy, Organization/Program/Process building, Account Management, IT infrastructure, VoIP and IP video. A creativity and results oriented innovator with a technical mindset and launch experience. I am a technologist at heart with a business development acumen and solution development focus.

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WORK EXPERIENCE

Senior Manager, New Projects

Axis Communications, inc

01/2020 - Present

Chelmsford MA

Market leader and manufacturer of IP surveillance technologies. Axis develops its own chipsets, cameras, audio, radar and analytics software.

Achievements/Tasks

- Building and launching a new business unit responsible for development of our Cloud based life cycle management tools. consulting on software architecture, capabilities, UX, end customer use cases, commercialization and productization.
- Formalizing regional Cyber Security stakeholders and their education.
- Influence R&D and product development for Americas Cyber compliance requirements, ranging from regulation, mandates and certifications as part of sales enablement.
- Enable sales to solution sell based on values of a safe and manufacturer assured platforms.
- Influence our cloud service development in order to enable our channel to successfully deliver and manage our solutions to end customers
- Measure business impact and GAP analysis of missing Cyber Security capabilities within hardware portfolio

Manager, Solutions and Services

Axis Communications, inc

05/2015 - 01/2020

Achievements/Tasks

- Managing the professional services organization in the United States driving \$60M in attached revenue annually.
- Managing solutions engineers and architects as they play a key role in our current and future solution offerings/services.
- Building, launch The Solutions Management organization with responsibilities to drive sales enablement of/with Axis innovations, solutions and competitive analysis
- Direct liaison to product management and R&D activities for North America.
- Collecting market trends and work as an extension to the Axis's MI/BI global team, while serving the market as subject matter experts on our state of the art solutions
- Building, launching and managing the Solutions Development organization in the United States.
- Software development of solutions and customizations pushing Axis's products "beyond the data sheet" in order to fit end user and channel defined use cases.

SKILLS

Leadership

Organizational growth

Partner Management

Business Development

Solutions Development

Software Development methodologies

Product Management

Product architecture

Network and communications

Data Center

Technology infrastructure

Program building

Eco System Development

Market Intelligence

Competitive Analysis

ACHIEVEMENTS

Sales leadership award (01/2007 - 01/2007)

\$150M+ in sales

Presidents (Viking) Club winner (01/2008 - 01/2008)

Extreme experience Winner (01/2009 - 01/2009)

Specific portfolio sales achievement of newly launched extreme environment products

Blue Wale award (01/2010 - 01/2012)

Team awards for landing largest end user accounts, multi year recipient

EDUCATION

United States Army - Veteran

Fort Jackson

01/1991 - 12/2003

Columbia, SC

Courses

- Engineering, Ordinance

ORGANIZATIONS

ASIS (01/2017 - 12/2019)

Educator, chapter member, Speaker

LANGUAGES

Swedish

Full Professional Proficiency

English

Full Professional Proficiency

WORK EXPERIENCE

Manager, Solutions and Services ctd. **Axis Communications, inc**

05/2015 - 01/2020

Achievements/Tasks

- Agile and DevOps (and other development) methodologies
- Innovations created by this team has resulted in various launched products through commercialization and packetization of learned market trends and needs.

Manager, Professional Services **Axis Communications, inc**

04/2015 - 01/2020

Achievements/Tasks

- Building, launching and managing the professional services organization in the United States.
- Developing and building out the service catalogue for our partner networks.
- Establish legal frame work for services, including insurance policies, Intellectual property guidelines, Services level agreements and monetization through channel partners
- promote, market and position professional services as an enabler for our channel partners to build closer relationships with end users and operators of the solutions.
- Establish support handover of deliverables to assure responsibility and commitment to maintain services objectives.

Senior Product Analyst **Axis Communications, inc**

01/2012 - 04/2015

Achievements/Tasks

- Collect market trends, insights and provide a consultative role for our product management and R&D teams
- Identify GAPS and build business cases with impact data
- Advise on roadmap strategy, future products and new innovations.
- Influence and launch a large range of product innovations and development. Over 20 products, specifically our covert portfolio directly made it into the portfolio during my tenure in this position.
- Commercialization, packetization and education of new offerings.
- This position was a launching point for standing up several future organizational units listed above.

INTERESTS

Networking, Smart Home, PC gaming, Airbrush art, Crossfit, Outdoors.

WORK EXPERIENCE

Business Development Manager

Axis Communications, inc

05/2005 - 01/2012

Achievements/Tasks

- Manage and grow established business segment with emphasis on surveillance technologies for retail.
- Drive segment revenue in excess of \$50M on average annually
- Segment marketing, industry liaison, educator, prospecting business opportunities, brand recognition and product requirements.
- Build and Launch technology partner program with emphasis on strategic alliances with industry leading IT infrastructure eco system partners.
- Partnerships include but are not limited to, DELL/EMC, HP, Cisco, Panduit, etc.
- Identifying collaboration opportunities as it relates to physical security and our embedded chip technologies.
- Market place concepts, early generation VSaaS offerings
- The program laid the foundation for how we collaborate with Amazon, Google, Microsoft today in the field of image Analytics, AI and Machine learning to help analyze video for security and evidence operations.
- identifying, proposing and building sales incentives models across the organizations to motive promotion of eco system platforms.