

K A R I N B O N D E

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EXPERIENCE

15 Years in digital media business development, sales and marketing within Google, MTG and Schibsted / Launched Viaplay in Norway / Vast experience to add significant top and bottom line value by developing digital revenue streams into multi-million in value. / 8 years in management positions heading team of 8 persons / Worked and lived in Sweden, France, Canada and Norway / Educated with MSc(Economics) from Stockholm of Economics and Ivey School of Business.

INDUSTRIES & COMPANIES



CORE SKILLS

Launch and Execution: Extensive experience in business development and of launching complex digital high stake B2C products.

Digital Media: Product management, marketing, sales and commercial product development in digital media such as broadcasting, streaming, search engine marketing, mobile, tablets and social media.

Content Acquisition and Negotiations: skilled acquirer of streamed TV programming from global and local content providers such as NRK, TV 2, Telenor, Disney, Discovery, MTV, Turner and the BBC.

WORK EXPERIENCE

Google/ Video Solution Specialist, Stockholm, Sweden 2016/10 - Current

- Branded Content, Premium Content, Sponsorships & performance marketing on YouTube.
- Creating demand/insight lead packages from top content across key verticals, audiences and event sponsorships
- Strategy and thought narrative for programmatic video advertising on DoubleClick
- Northern Europe lead for programmatic TV

Viasat (MTG)/ Director Product and Operations, Oslo, Norway 2012/1 – 2016/9

Viasat Broadcasting is part of Modern Times Group (OMX: MTG), which is an international entertainment broadcasting group with operations that spans over four continents and include free-TV, pay-TV, radio and content production businesses.

- Pricing, packaging, channel mix and strategic development of Viasat's full product range
- Streamed/OTT initiatives: Viaplay and TV Everywhere.
- Heading the operations department securing the technical distribution of approximately 100 channels delivered top customers over satellite and IPTV
- Hardware: set top boxes
- Content negotiations related to digital TV (eg Telenor, TV 2, C More, NRK, Discovery)
- Part of Viasat management team / Head of team of 8

Key Results

- Launched a new TV-product range leading to +88% premium sales (from 40%)
- Launched the first broadcasted pay per view event in Scandinavia (Nordic Fight Night, 2014). Sales results are confidential but the success is proven by that PPV is now an established business model in Viasat Norway
- Signed distributions deals increasing revenues with >50 M per annum
- Created a collaboration forum for product directors across the Nordic countries

Viaplay (MTG) /Country Manager, Oslo, Norway 2010/12–2012/1

MTG's online streaming service Viaplay offers box office hit movies, TV series and live sports events from around the world. Viaplay is available on a standalone basis to subscribers through a wide range of internet connected devices.

Responsibilities:

- Responsible for the launch of Viaplay in Norway
- Marketing mix, build the brand and sales pipeline.

Key Results

- Built initial Viaplay brand awareness in Norway through online, digital, TV, SEM and continuous content marketing
- Established CRM system, customer database, sales pipeline process
- Formalized product offering and developed selling material.
- Sold product for a value of >10 MNOK in first year.
- Established sales and marketing partnerships with Nestlé, TeliaSonera and Orkla

Schibsted ASA /Digital marketing and business development,

2001/08- 2010/11

Oslo, Norway and Stockholm, Sweden

Schibsted (OSE:SCH) is a media group with operations in 20 countries, the most important being Norway and Sweden. Schibsted's present activities relate to media products and rights in the field of newspapers, television, film, publishing, multimedia and mobile services.

- Aspiro TV / Content & Brand Manager, Oslo, Norway
- Schibsted Søk / Marketing Manager, Stockholm, Sweden
- Schibsted Søk / Partner- & Distribution Manager, Oslo, Norway
- Svenska Dagbladet /Business Development & Project Manager, Stockholm, Sweden
- Schibsted ASA / Management Trainee (Aftonbladet, Scanpix, Svenska Dagbladet)

EDUCATION

1996 – 2001 **MSc (Economics and Marketing) / Stockholm School of Economics**

Fall 2000 MBA Exchange Student / **Richard Ivey School of Business**, Canada

1991 - 1996 Swedish Baccalaureate in Natural Science/ Lundsbergs skola, Storfors

LANGUAGES

Fluent



Swedish



English



Norwegian

Good



Danish



French

Basic



German

HONORS & AWARDS

- Chosen as one of 75 "Future Female Leaders" in 2014, 2013, 2012 and 2007 by the newspaper Ledarna, Swedish Organization for Managers
- Nominated "Leader talent 2012 in Norwegian Media " by Medienettverket, forum for kvinner i ledelse
- Speaker on the theme of New Media Impact on several congresses such as TeleCruise 2008 (Oslo/Kiev), Mobile World Summit 2009 (London) and MDays (Munich) 2010.
- Nominated one of "World Top 50 Women in Mobile Content" by the Mobile Entertainment Magazine 2009

CONTINUED LEARNING

Programming: Tjejer Kodar 2016. Basic knowledge in C#

Negotiations: MTG Norway negotiation course for top management, 2015
MTG-Academy Advanced Negotiation course, 2012
SSE Negotiation course, 2001

Linnéuniversitetet: Sustainable Family Forestry Business, 2011 (30 University points)

Karolinska Institutet: Physiology, 2003 (15 University points)

INTERESTS

