

MAGNUS LINDBERG

I build trust.

I am truly passionate about finding and closing deals, while building long term business relationships. With my extensive experience in data-driven business development, I have developed a great ability to work with social selling to generate more business.

Unpretentious in encounters with others, but disciplined in what leads up to the meeting. Furthermore, long sales cycles are part of my everyday life and I rather chase a 'no' than sitting at home waiting for a 'yes'. I follow up, and then I follow up again.

For me, success is not just about selling a product/service, but about creating a lasting relationship with my partners and customers. By building strong relationships, understanding their unique challenges, and offering the right solutions. Making business smooth.

EXPERIENCE

SALES / ACCOUNT EXECUTIVE

Tendium. Sweden. 2024-09 - 2025-03

- Full sales cycle for this SaaS
- High calling and meeting activity.
- Social selling online and at fairs.

SALES & BUSINESS DEVELOPMENT

The Effect by Magnus. UK/Sweden. 2023-03 - current

- Lead generator for multiple impact projects, both raising investments and sales pipeline.
- Selling BIPV for Sunroof with battery solutions from Sonnen and Huawei
- Booking warm meetings through LinkedIn and event based prospecting. And pitching. A lot.

ORIGINATION & BUSINESS DEVELOPMENT

Clota Värde Ltd. London. 2022-06 - 2023-02

- Originating, negotiating and closing impact projects that now are raising €800 million (solar, health tech in Africa, and hydrogen).
- Implementing Affinity CRM for this boutique firm, setting the frame for a digital deal flow. Plus VDR.

ADVISOR – DIGITAL SALES FOR A FAMILY OFFICE

Stella Kapitalförvaltning. Remote/Sweden. 2022 - current

- Implementing a CRM system for this HNWI wealth manager.
- Built their first website with integrated lead generation and sales funnels leading to meetings
- Digital content strategy to build the top of the funnel.

COUNTRY MANAGER UK - SAAS VENTURE LAB

JOHOC. UK. 2021-05 - 2022-06

- Sales strategy for the UK, signing up SaaS start-ups for growth + funding services.
- Giving strategic advice to founding teams for the tech + growth roadmap, planning and application assessment to determine solution viability for cost effective Go-to-Market tactics.
- Demand generation and sales, guiding corporate buyers to buy the right tech and implement it right.

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MEMBER OF THE BOARD OF ADVISORS

Fatfruit. 2022 - 2023

- Product roadmap support for this Fintech start-up.
- Funding strategy.
- Go-to-Market strategy

GROWTH ADVISOR – TECH START-UP

LegalConnection. 2020 - 2023

- Go-to-Market roadmap for this Legaltech start-up.
- Microsoft Partnership for co-selling.
- Coachade the founder.

CONSULTANCY CO-FOUNDER (NOW BOARD MEMBER)

SKYE Contracts. 2017 - current

- Enabling commercial relationships by setting up the sales strategy for this strategic SaaS advisory.
- Closing and implementing CLM/VDR systems for HSBC, UBS, Credit Suisse, AstraZeneca etc.
- Prospecting and Closing consultancy projects in financial services, pharma, banking.
- Delivering M&A and legal solution projects end-to-end, globally.
- Advising top management (HSBC Legal) on strategy and best-practise for implementation.

PARTNERSHIPS & NEGOTIATIONS

EnviroTainer. Sweden. 2010 - 2016

- Successfully negotiated contracts with the world's largest airlines, forwarders and pharmaceutical companies.
- Running the commercial contracting, setting up and digitalising the sales process in SFDC.
- Executing the Partnership Model based on a contribution and reward mechanism.

AUTHORITY BUILDING CONTENT CREATION

Co-Author + Conference Production

Co-authoring The Legaltech Book and producing on-site and online events under the brand The Future Series.

CLIMATE RESEARCHER - FORESTRY

Swedish University of Agriculture and Forestry. Sweden. 2009-2010,

- Researching the climate/carbon debate in the Swedish forestry sector.

SALES REP

Bingul Construction. Turkey. 2007, during University summer break

- Closing the sale of a \$ 3.5 million property project to a Swedish property investor

SKILLS

- | | | | |
|-----------------|----------------------|------------------------|---------------------------------------|
| • Negotiation | • Lead Generation | • Strong Communication | • Content Creation |
| • Strategy | • Digitalisation | • Contract Management | • Automation/AI for sales |
| • Due Diligence | • Project Management | • Analytics | • English (fluent) + Swedish (native) |

EDUCATION

MSC ENVIRONMENTAL MANAGEMENT FOR BUSINESS

Cranfield University, 2009

PRINCE 2 - PROJEKTLEDNING

2011

WORLD COMMERCE & CONTRACTING - PRACTITIONER

2017

CALL ME

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