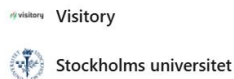




Urban Jönsson (Han/honom)
Visitory.io Country Manager Sweden, Norway, Denmark
Stockholm, Stockholms län, Sverige · [Kontaktinfo](#)



Profile

A results-driven and innovative professional with extensive experience in identifying opportunities and solving complex problems. Recognized for a strong work ethic, leadership skills, and ability to thrive under pressure while delivering measurable outcomes. Skilled at building and maintaining relationships, managing networks, and consistently exceeding targets in fast-paced environments. Adept at working both independently and collaboratively, with a proven record of meeting tight deadlines and leading successful initiatives.



<https://www.linkedin.com/in/urban-j%C3%B6nsson-41536531/>

Employment History

Country Manager – Visitory Platform *December 2022 – Present*

Oversee operations and lead market expansion in Sweden, Norway, and Denmark. Manage strategic partnerships, client relations, and sales initiatives for Visitory's travel data and tourism insights platform. Drive growth in market penetration through innovative sales and business development strategies.

Product Specialist – Acushnet, Sweden *February 2022 – September 2022*

Consulted as a product specialist for globally recognized golf brands, Titleist and FootJoy. Developed client relationships and represented brands at industry events.

Managing Director – Golf World Travel, Stockholm *August 1994 – December 2021*

Founded and co-owned Golf World Travel, managing up to 5 employees and generating annual revenues of up to 20 million SEK. Led all business activities, including marketing, sales, and client management for over 45,000 customer contacts. Achieved significant revenue growth through strategic partnerships and expanding the client base.

Education



MBA – Stockholms
Universitet
Executive MBA, Master of Business Administration



DIHM – IHM Business School,
Stockholm
Bachelor's degree in Marketing Economy

Languages

- Swedish (Native)
- English (Fluent)

Details

Location: Vasastan, Stockholm, Sweden

Phone: +46 70 752 31 98

Email: ubbe.urban@gmail.com

Driving License: B Class

Skills

Leadership & Management

- Leadership
- Personnel Management
- Business Administration
- Project Management

Sales & Marketing

- Sales Responsibility
- Customer Relations
- Marketing

Finance & Operations

- Financial Responsibility
- Business Management
- Company Valuation and Transfer, Calculation
- Administrative Systems

Extra-curricular Activities

- Founded and runs Burgsviks Tennis School every July since 2015.
- Enjoys golf, tennis, beach volleyball, skiing, gym, and spending time with family and friends.
- Maintains a summer house and engages in gardening.

Courses

- Leadership
- Finance and Financial Management
- MS Office
- GDS (Global Distribution System)

A Little More About Me...

As a strategic thinker with leadership experience, I have a proven ability to align organizational goals with operational priorities. Known for building trust within teams, I stay future-focused and adapt quickly to industry trends. I'm passionate about nurturing talent and fostering a collaborative work environment. My leadership style emphasizes clarity, motivation, and engagement, and I take personal responsibility in driving results. I bring positivity and a strong sense of service to every role, focusing on delivering excellence in both strategic and operational capacities.