

Sokol Xhaxho

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Experience

Legitify

Advisor for Strategic Partnerships & Relationship Management /Aug 2024 - Present

Part of the commercial and GTM team with a focus on supplier partnerships. Mainly responsible for:

- ♦ New Supplier Acquisitions as per Go-To-Market Strategy
- ♦ New Supplier Onboarding and Rate Card Finalizations
- ♦ Managing Supplier Relationships across different markets
- ♦ Gathering and documenting user and product feedback from suppliers across jurisdictions and sharing this with the commercial, tech and customer support teams.
- ♦ Managing and leading ongoing relationships and communications with existing suppliers

Strategic Partnerships Manager /Nov 2023 – Jul 2024

- ♦ Leading Strategic Partnerships with suppliers, including new supplier acquisitions and managing relationships with existing ones.
- ♦ Overseeing all notary relations across various jurisdictions in EU, UK and other emerging markets.

Nissan Motor Corporation | Stockholm, Sweden

Marketing Team | 08/2022 - Present

- Perform market research and benchmarking price analysis
- Analyze and monitor the performance of existing and new product models
- Monitor and analyze competitors (product performance, feature differentiators, price comparisons)
- Participate in weekly strategy and management discussions about sales and marketing performance, along with Product Marketing Manager and Marketing Director for the Nordics and Baltics markets
- Collaborate with PR, Sales, Dealers on various cross-functional initiatives
- Participate in industry events, follow and analyze recent industry trends and developments

Humly AB | Stockholm, Sweden

Educator | 08/2020 - 08/2022

- Lecturer for primary school, secondary school and high school education in subjects such as sociology, psychology, law, sports and health, geography and language.,

Humana AB | Stockholm, Sweden

Consultant | 10/2019 - 02/2021

- Oversaw the daily operational and consultancy functions within individual and family care sectors.
- Served as the driving force for the provision of exceptional care for the company's assigned clients.

Swedish International Development Agency | Stockholm, Sweden

Lecturer | 01/2019 - 02/2020

- Planned, prepared, and presented various topics based on developing countries, which served as a deliverable for the Master's thesis.
- Pitched to various schools, universities, institutions and NGOs, to incorporate presentations about global agenda topics into their activities, aiming to increase awareness.
- Effectively raised awareness among youth regarding sustainability and global goals as per 2030 agenda.

Zinzino Nordics AB | Stockholm, Stockholm County

Sales Consultant (part-time) | 06/2018 - 01/2020

ICA Gruppen AB | Helsingborg, Skåne County

Operations & Logistics | 06/2013 - 10/2018

- Surpassed quota by 50% within the first three months due to successful prospecting (research and industry events), along with client referrals.
- Shaped clients' views of health by providing details on products best suited for each client.

- Leveraged logistics skills to consistently resolve key operational issues under tight deadlines.
- Excelled in cross-functional team collaborations, via strategic thinking, efficiency, and optimal communication.

Lund University | Lund, Skåne County

Research Analyst Intern | 08/2017 - 01/2018

- Researched, analyzed and advised on social legal aspects of child rights at the Child Rights Institute, part of Lund University.
- Managed the launch of a new online web tool for the institute. Provided user insights data and led communication with international partners.

Other Experience

Professional Football Player / Athlete, 2005 - 2015

- Played professionally for various football teams as central defender locally and internationally.

Volunteer Experience

Volunteer & Mentor, Action Guide at Forza Sweden, 09/2016 - 08/2018

Served as a Volunteer, Mentor & Action Guide for Forza Integration Program, Integration Services.
As an action guide, led by entrepreneurial thinking, helped create opportunities for others.

Education

Stockholm University | Stockholm, Sweden

Masters in Business Marketing | 06/2023

Lund University | Lund, Sweden

Masters of Science, Sociology of Law | 06/2018

European University of Tirana | Tirana, Albania

Bachelors in Law | 06/2011

