

Curriculum vitae

David Lindblom

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Personal Profile:

I'm a Mandarin speaking Project Manager with a degree in Business Administration currently working as a Digital Strategist for Västerås biggest housing company. In addition, during the last years I've also taken on assignments as an independent Cross-cultural consultant trying to establish myself as a reliable resource for companies facing language and or/cultural barriers when crossing the Sweden-Chinese borders for business. To reach my goal I strive to create long-term relationship by being trustworthy, perceptive and adaptable.

As part of my consultancy journey I've visited several cities and economic zones In China, including Haining, to gather information, contacts and valuable insights for companies interested in expansion towards the country. As a pilot project, last year I assisted a Swedish start-up in applying for Chinese government subsidy funding in Hangzhou. Together with a local partner, I guided the start-up through-out the steps in the application process, assisted them with on-site interviews and supported the company in meetings with local government representatives as well as local possible future partners. The start-up became eligible for local subsidies worth between 6-9 million SEK upon relocation.

I have first-hand experience in the questions local Swedish SME:s have when considering expansion to China. At the same time, due to several visits to different parts of China during the last three years I can provide knowledge regarding differences in funding programs across the country and highlight pros and cons of each region.

Referring to your work job listing, I have excellent IT-skills including skills in Office 365, with extensive knowledge of additional applications such as Power BI (Microsoft's tool for business intelligence and financial analytics). I've worked with several online marketing tools such as Google Ads, Linkedin Ads, Mailchimp and Facebook Ads manager. In addition, I've created websites in both Wordpress and Wix, as an example I recently created a website promoting Cross-border E-commerce to China: www.kinahandel.com. In previous positions I've done event planning and execution and trough my network I can easily connected with start-up hubs in Sweden.

I'm a fast learner with a flexible attitude who can work on my own initiative and independently but also as a part of a team. I have a passion for communication and understanding the sales process. Finally, I strive to challenge myself whenever opportunities arise.

- Date of birth: 30th Mars 1988.
- Residential status: citizen of Sweden.
- European driving licence (B)

Employment and Work Experience

June 17- date

Digital Strategist, Project Manager, Bostads AB Mimer, Sweden

- Implemented a new IT-software that better consolidates purchase behaviors within the organization.
- Constantly support the organization with assembly of data and statistics for decision-making.
- Selected by the company's executive committee, among 150 employees, to represent the company in an annual refurbishment strategy competition in Bochum, Germany and won.
- Received a promotion in which the company "tailor made" a position to better suit my ambitions and qualifications.
- Appointed Project Manager for two of the company's strategically most important software implementation projects.

July 16- date

Cross-cultural Consultant, Swesia, Sweden

- Co-planned and executed delegation visits from Chinese government officials. (As consultant to the Sweden-China Entrepreneur Association).
- Took part in a project 2018 where I cooperated with partners in Hangzhou China. Mainly targeting Swedish companies interested in expansion towards the Chinese market.
- Made several on-sight visits to different economic zones and cities in China, including Shenzhen, Hangzhou and Haining, exploring subsidies and relocation opportunities for Swedish SME:s.
- Recently launched Kinahandel.com. Cooperating with ACTTAO Sell2China, a company with 10 years of experience in online consumer behavior, we provide a gateway for Swedish online merchants and brands to sell products cross-border to China.

Dec 15- Aug 16

Junior Product Manager, EF Education First, Stockholm, Sweden

- Development of sales activities, dealing with client queries, coordinating on- and offline marketing activities.
- Worked in one of EF's best selling Swedish teams in history also being one of the world's best selling teams in its product segment.
- Attended several sales courses and made over one hundred sales calls each day.
- Was announced as salesman of the week in my product segment at several occasions, ranking ahead of competition from over 50 countries.

Aug 13- Dec 15

Sales Associate, Luxury Sales, Rob Engstrom AB, Stockholm, Sweden.

- Sales of luxury watches to high-end consumers, performing transactions worth hundreds of thousands SEK each month.
- Responsible for sales and sales activities towards Chinese customers. During my time at Rob Engstrom AB I guided thousands of Chinese customers through their purchases.

Jun 13- Aug 013

Sales Associate, Åhléns AB, Stockholm, Sweden.

Sept 12 – Jun 13:

Administrative Assistant, Novax AB - Private Equity Investment, Stockholm, Sweden. (Part time during studies)

Jun 09 – Jun 13:

Front Office, Customer Support, Bostads AB Mimer, Vasteras, Sweden (Part time during studies)

Feb 09 – Jun 09:

Telemarketing Sales, Dine Penger AS, Oslo, Norway

Sep 08 – Feb 09:

Sales Associate, Expert Bonus Sandvika, Oslo, Norway

Education:

Degrees

2013-2016	B.Sc. in Business Administration, Stockholm Universtiy, Stockholm, Sweden
2010-2013	B.A. in Mandarin Chinese & Sinology, Stockholm University, Stockholm, Sweden

Others

2013-2014	Intensive Mandarin Chinese Studies at an Advanced level, National Taiwan Normal University, Taipei, China
2012	Exchange Student at Jilin University, Mandarin Chinese Studies, Changchun, China
2011	Stand alone Courses: Project Management, Business at the EU-market, The Ethics of Marketing, Business Chinese, Mid Sweden University

Awards

2013	Recipient of the Huayu Enrichment Scholarship awarded by the Taiwan's Ministry of Education, financing one year of languages studies in Taipei.
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Extracurricular activities:

- Hobbies: Gym, crossfit, basketball, travelling, and spending time with family and friends.
- I can speak various languages including:
 - Swedish – fluent
 - English – fluent
 - Mandarin Chinese – advanced
 - Norweigan – advanced
 - Spanish - basic
- Used to be an ambassador for International students at Stockholm University.
- Used to be a member of the Swedish Chambers of Commerce team of Young Professionals in Taipei.
- Member of the Nova 100 student Talent network in Stockholm.