

CV – Mirsad Kasum

1969



Mirsad is an energetic and self-motivated leader with a focus on strategic projects, interim management, business development and transformation in the automotive and industrial sector. He leads from a transparent and involved leadership that reflects the situation and values to a great extent. Technology is a great interest of his and with a background as an engineer in electro-mechanics as well as the ability to swiftly absorb new technology and business-related knowledge has thus been a crucial factor in achieving goals with projects or challenges.

Mirsad has acquired knowledge in Digital Transformation focusing on business models, offerings and positioning in terms of services, products or service offerings. Example of methodology in projects have been Lean, Agile approach, Blame culture, conjoint model etc.

He has in recent assignments both in larger entities, like e.g. AkzoNobel but also in the context of SME and startups been engaged in tasks from a perspective of business development, turnarounds, strategic project management and concept development in early stages towards industrialization.

SKILL

Self-motivated project manager with a strong passion of driving and leading teams – a good communicator with a holistic view – proactive, strategic, target-oriented and distinct in regards to expectations on team members as well as project formulation. Used to managing multiple internal and external stakeholders. The projects are conducted in a national and international environment.

The projects are driven in a professional manner with an important balance of harmony and joy.

Strong analytics and understanding in what needs to be addressed in the short/long term.

He is a cultural team builder with a long experience of challenging multicultural environments.

Long leadership experience from environments with a range of different challenges and industries.

PROJECT EXPERIENCE

Change management project

Establish processes, communication paths and structure –

AkzoNobel 2015-2017

I initially stepped in as a management consultant to structure, formulate and establish work methodology, processes, organisational structure and communication interfaces in order to make way for a split of the existing site in two entities.

In the second part of the assignment I took on the role as an interim site director for an organisation of 300 members of staff, including 50 managers to implement the new structure. The assignment included several aspects except daily and on-going responsibilities short- and long-term, e.g.

- Strengthen the communication internally and create an inclusive culture.

- Establish a digital communication platform
- Drive projects focusing on HSE and Safety acc. to OHSAS 18001
- Drive concept projects (budgeted: 5-15 M Euro) focusing on real estate and offices
- Guide and drive the newly established management team with 8 senior managers

Tools: Lean, Agile + internal project tools and models for development

Turnaround

Technology, structure, work methodology, organisation and business development – Rani 2015

Aluminium foundry with operations in five (5) locations with serial production and after sales.

Turnover of 125 MSEK, staff: 108 employees + five (5) reporting managers. One-place shop in regards to technical development, logistics, procurement, sales and production. Customers: Volvo Penta, VCE, Scania, Volkswagen, Atlas Copco, Alfa Laval etc.

I stepped in as an interim CEO since the operations were in a critical financial and technical phase. The set target for the assignment was to turn around the operations in a few months and thereby enable sales of the total operations. Example of efforts and tasks:

- Implement a new price strategy and renewed business model
- Negotiate a capital injection corresponding to 15 % of the annual turnover
- Establish and launch new market and sales strategy and corresponding sales activities targeting markets in Europe and in the Middle East.
- Coach and lead sales team
- Drive a number of quality improvement projects in order to considerably improve the cycle time from production to final shipment as well as considerable reduce the number of scrapped parts.
- Acting chairman of board in the holding company

Tools: Lean, Agile + internal project tools

Turnaround

Technology, structure, work methodology and business development – Roundo Machines 2015

Machinery manufacturing customized machines for plate rolling and profile bending with a focus of producing low volumes series and providing parts of aftersales. Turnover of 50 MSEK, staff: 35 employees + 1 reporting manager. One-place shop in regards to technical development, logistics, procurement, sales and production. Management of warehouse. A majority, 97% of the produced machines are being shipped outside the Nordics. The sales organisation consists of local sales people and agents/distributors in Europe, USA and in Asia.

I stepped in as an interim sales manager/site manager since the operations were in a critical financial/logistics/technical state. The set target for the assignment was to turn around the operations in a few months and thereby enable a partial sale of the company.

Example of efforts and tasks:

- Implement a new price strategy
- Establish and launch new market and sales strategy and corresponding sales activities targeting markets in Europe and in Asia with a base in Hong Kong.
- Coach sales team and expand network of distributors and agents

- Modify and streamline product line.
- Strengthen company culture
- Implement ERP system, MONITOR
- Carry through a 50% sales of the company
- Dispose property to strengthen liquidity

Tools: Lean, Agile + internal project tools

Project manager, education and e-learning - Tier 1 (Automotive supplier)

2014

Focus on a number of transformations that would strengthen the company educational offering, introduction and internal training.

- Education and introduction with a level that inspire and drive learning and curiosity
- Implement e-learning and an app supporting both IOS and Android.

Strengthen company culture – leadership, the way we communicate, organisational culture, coaching and feedback culture.

Project manager/Change manager, communication and organisational structure – Hospital 2014

A larger re-organisation had commenced, but after a while it had wrecked considerably. Overall target was initially to emphasize leadership focusing on middle management and significantly improve communication as part of the new organisation.

Business development/Project management

Target a business driven model focusing on sustainability -

multiple customers 2013-2014

Create a sustainable business model clearly linked to the company business, brand and strategy as part of a new business platform.

Business development, company development -

multiple customers 2012-2013

Development of existing company businesses alternatively development of synergies during M&A, merger and acquisitions and thereby enable a reposition of the company offering.

WORK EXPERIENCE

Management and business development, CEO/member of the board - Eviwave AB 2016-2017

Eviwave developed measuring platforms and entire systems solutions aiming to improve quality control of components utilizing a patented microwave solution. Manage and develop the company, drive the technology development with external partners/consultants, develop the customer base and provide means of funding etc.

Business development, transformation, project management, CEO - framtech Consulting 2012-ff

Consultant company supporting my customers by offering competency, e.g. strategic project manager, interim manager or management consultant. The focus is to provide sustainable business development, Digital business transformation, turnarounds and business analysis.

Management and business development,

CEO/Member of board - Prevas Technology West AB**2009-2011**

Niched technology consultant company/IT-company. Main focus: B2B sales, qualified engineering services (embedded)

Major customers: Automotive, industry, telecom and medtech, e.g. AB Volvo, Volvo Cars, Delphi, Establish company, new business model etc. Attract new consultants, freelancers and thereby grow the business.

Result: Turnover increased from 0 to 20 MSEK, EBITA: 25 %

Management and business development,**Sales manager/Business development manager – Etteplan Oyj****2005-2008**

Technology consultant company in mechanics and test. Responsibility: Establish new business area in embedded system solution and grow existing team of 40 consultants. Total P/L.

Result:

- Establish team, embedded solutions and increase turnover from 3 to 35MSEK, EBITA: 15-30 %
- Establish team, IT, turnover 20 MSEK, EBITA 15-25 %
- Office manager, operations in Södertälje (Swedish east coast)
- KAM for major accounts, e.g. AB Volvo

Business development, project management,**Engineering Manager/Business development manager/Project manager – Yazaki****1994-2005**

Yazaki develops and manufactures components, systems to the global automotive industry. A team of 12 engineers ex-pats and project managers. Active part of the management team, P/L, B2B sales and technical solution-driven products and systems. Marketing activities, road shows, strategy planning, start-up of IoT business etc. Global project manager for multicultural cross-functional teams of 10-50 members on a global base. Business focus – automotive, passenger cars and heavy vehicles. Good knowledge in Japanese culture.

Project management, 1997-2005

- Global project manager, 50+ team members globally, Customers: Volvo Trucks, Mack, RVI, Project: NG 2520. Scope: Entire electrical and electronic architecture, E/EDS, i.e. smart nodes, components, distribution boxes, wiring - chassi + cabin.
- Volvo Cars/Wireless Car. Scope: Scalable telematics/software platform + Bluetooth unit
- Saab/Fiat/Alfa Romeo, Scope: Electrical/Electronic architecture, E/EDS 30+ team members
- OPEL, SAAB, Scope: Electrical/Electronic architecture, E/EDS 15 team members
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EDUCATION**Digital Business Transformation, Boston University****2017****German A, Gothenburg University****1992-1993****Bachelor of Science - Electro-mechanics, Chalmers University of Technology****1988-1991**

Master Dissertation: Ultra sound guided industrial trucks

OTHER SELECTED COURSES

Board member diploma , West Sweden chamber of Commerce	2012
Extensive courses in leadership, e.g. UGL, 9 days Kommunikationsutveckling AB, Stockholm	2007
Project tools, GDP , AB Volvo	2001
Quality Management, QS9000 , Bureau Veritas	2001
Project management, methodology och tools , Semcon	2000

LANGUAGE

Swedish, Croatian, Bosnian, native language
English, fluent
German, Portuguese, intermediate

OTHER MERITS

Drivers license **B