

# CV – Kurt Hörnqvist

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## PROFESSIONAL EXPERIENCE

**2010 – ff**

### **Brikke Management AB**

*Owner / Interim Manager & Management Consultant*

Brikke Management AB is a consulting company providing interim management and management consulting focusing on business and operational development, marketing, sales and leadership development, targeting mainly IS/IT, SW, telecoms and outsourcing industries.

Example of completed assignments,

- Strategy, marketing and sales development within IS/IT, SW, Fintech and Professional Services sector.
- Mergers of companies and operations within the Telecoms and IS/IT sector.
- Restructure and development of Nordic IS/IT operations.
- Start-up of new businesses.
- Strategy analysis and business development within owner controlled businesses.

**2017**

### **Aptic AB**

*Senior Sales Executive (Interim position)*

Aptic provides business solutions and services within the invoice, payment and credit process targeting banks, financial and credit institutes, debt collection companies and e-commerce. Reporting to the Marketing and Sales Director of Aptic AB.

Main focus of the assignment,

- Market / Prospect analysis regarding Sweden and the Nordics.
- Establish integrated marketing and sales strategy in Sweden and the Nordics.
- Prospecting and sales.
- Develop and improve the tender and contract process.

**2014 – 2016**

### **Comformics AB**

*Manager Marketing and Sales (Interim position)*

Comformics offers solutions and services within compliance management, targeting needs within the area of IT-/Info-security and privacy. Comformics is in an early growth phase with the strategic objective to get a strong foothold on the market and be positioned as a game changer.

Reporting to CEO of the company.

- Recruited critical reference and key customers.
- Recruited key partners and established partner cooperations.

- Introduced an award nominated SW compliance solution on the market.

## 2008 – 2010

### **Manpower Business Solutions (MBS) / ElanIT Nordics**

*Nordic Director*

Manpower Business Solutions / ElanIT offers outsourcing services throughout the Nordics targeting the IS/IT-sector. The main strategy was to establish a consistent offering of outsourcing services throughout the Nordics, including also to pursue and coordinate market and sales activities and to establish delivery capabilities throughout the Nordics. During 2008 the position was held in parallel with the MD position of MBS Technical Services AB in Sweden. Turnover of approximately MSEK 300 and presence in Sweden, Norway, Finland and Denmark with 300 employees.

Reported to CEO of Manpower Business Solutions Europe.

- Established consistent outsourcing offerings throughout the Nordics.
- Established service delivery capabilities throughout the Nordics.
- Established coordinated sales and bid process throughout the Nordics.

## 2006 – 2008

### **Manpower Business Solutions Technical Services AB**

*Managing Director*

Manpower Business Solutions (MBS) Technical Services AB, a subsidiary of the Manpower Group, offered outsourcing services targeting the IS/IT-industry in Sweden. As MD of the company i focused on the strategy to grow the company and to establish a firm position on the market. The business had during 2008 a turnover of MSEK 170 and an organization with 150 employees.

Reported to the MD of Manpower Business Solutions Nordics.

- Increased sales by 50%.
- Won major outsourcing deal worth MSEK 250.
- Executed a transfer of 100 employees and 50 consultants as part of outsourcing deal with customer.

## 2006

### **K Hörnqvist Management**

*Management Consultant*

Own business consultancy with focus on interim management, sales & marketing, project management targeting the telecom and IT-industry.

## 2004 – 2005

### **Telenor SME AB**

*Managing Director*

Telenor SME AB represented Telenor AB's targeted marketing and sales channel towards small and medium enterprises on the Swedish market.

Reported to the MD of Telenor AB.

- Responsible for establishing the SME-company and recruiting managers and staff.
- Internet5 was acquired beginning of 2004 and merged into Telenor SME AB.
- Established direct sales and partner sales as part of the key strategic objectives.
- Grew the turnover to MSEK 165 during 2004 and the organization to 34 employees.

**2003****Telenor AB***VP Network Operations*

Network Operations was a new integrated network division as a result of the merger between Utfors AB and Telenor Business Solutions AB.

As VP Network Operations I was responsible for establishing the new integrated division. The network division had 145 employees.

Reported to the MD of Telenor AB.

- Established a new integrated network organisation which consisted of network planning, network construction, operations, technical support and service delivery.
- Established and recruited a new management team, consisting of 6 reporting managers.
- Execution of cost synergies and streamlining according to plan.

**2001 - 2002****Utfors AB***Chief Operating Officer (COO)*

COO within Utfors AB and in parallel during this period also MD of Utfors Bredband AB. Utfors was established as a challenger on the Nordic telecoms market with seamless communications services. Responsible for an organisation with 210 employees including 7 reporting managers. Reported to the MD of Utfors AB and a member of the Nordic Management team.

- Established seamless communications services within the Nordics.
- Established Nordic functions in order to fulfill the strategy "Several markets - One Operation".
- Managed a heavy service delivery growth based on the sales increase.
- Utfors increased the turnover rapidly during the period from MSEK 445 during 2001 up to MSEK 662 during 2002

**2000 - 2002****Utfors Bredband AB***Managing Director*

Utfors Bredband AB was the operator company within the Utfors group, offering communications services to both the corporate and the residential market.

Utfors Bredband AB succeeded to establish a strong position in a very competitive market. Responsible for an organisation with 280 employees including 7 reporting managers Reported to the MD of Utfors AB.

- Responsible for the build up of Utfors Bredband as a subsidiary within the Utfors Group.
- Increased the turnover heavily during the period, from MSEK 283 during year 2000 to MSEK 445 MSEK during 2001.
- Defero AB was acquired and integrated with Utfors Bredband AB.

**1999 – 2000****Utfors AB***VP Sales*

Utfors was established as a challenger on the Nordic telecoms market with seamless communications services.

Responsible for sales of corporate services (B2B), residential services (B2C) and partner sales. Reported to the MD of Utfors AB.

- Established from the ground the sales division.
- Increased total sales, corporate and residential, from MSEK 91 during 1999

to MSEK 283 during year 2000.

- Established both direct sales and indirect sales through partners.
- Grew the sales force to 30 reps during this period

**1998 – 1999**

### **Sense Communications Sverige AB**

*Managing Director*

Sense Communications was established as the first virtual mobile operator on the Swedish market. The company, as part of a Nordic group, was built from the ground to a fully operational subsidiary, with 24 employees. I was also member of the Nordic management team. Due to financial problems amongst the owners, the whole group, including the Swedish operations, filed for bankruptcy during 1999. Reported to the MD of Sense Communications International.

- Responsible for establishing and building a new virtual mobile operator on the Swedish market.
- Succeeded to position the company as a real challenger on the mobile market.
- Together with the official receiver I actively took part in the liquidation of the company including selling off assets.

**1997 – 1998**

### **Telenordia AB**

*VP Marketing*

Telenordia was one of the challengers on the deregulated Swedish telecoms market. Responsible for the marketing division which included marketing and product management of voice, data and internet services. Apart from member of the management team I was also member of the board of the subsidiary Telenordia PTP AB. Reported to the MD of Telenordia AB.

- Developed the marketing function and established sales through parallel sales channels to both residential and corporate customers.
- Succeeded to support and push sales from MSEK 209 by 1996 to MSEK 680 during 1997.

**1996 – 1997**

### **Telenordia AB**

*Product Area Manager*

Telenordia was one of the challengers on the deregulated Swedish telecoms market. Responsible for all voice services, including product management, marketing and profitability of the voice services. Reported to VP Marketing.

- Launched competitive voice services.
- Supported and pushed sales from MSEK 55 to MSEK 209 during the period of which voice services represented the major part.

**1984 – 1996**

### **Ericsson Business Networks AB**

Offered communications products, both voice and data, through own subsidiaries and partners on a global basis.

**1993 – 1996**

### **Marketing and Product Area Manager (Global Markets)**

- Responsible for voice, data and PC-based products.
- Launched PC Based Applications in cooperation with Intel and Microsoft.

- 1991 – 1992     *Product Area Manager, Ericsson Germany*
- Established partner cooperations with DeTeWe and Siemens AG concerning wireless voice services (DECT)
- 1984 – 1990     *Product Manager (Global Markets)*
- Launched a series of voice products globally.
- BOARD MEMBERSHIP**
- Vallentuna Ice Hockey (Non-profit organisation)
  - Ufors A/S (Denmark)
  - Sense Communications Sweden AB
  - Telenordia PTP AB
  - Ericsson Consumer Lab
- EDUCATION**
- Master of Science Electrical Engineering + courses in Marketing and Economics at Chalmers University of Technology, Gothenburg Sweden.
- LANGUAGES**
- Swedish – native
  - English – fluent
  - German – very good