

# Björn Arvidsson

**General Manager,  
Chairman of the  
Board**

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## Björn Arvidsson

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## Competence

Networking, social, analytical, and a leader. Solid background from the aviation market and destination development throughout the Nordic region. Infrastructure, venture capital, public structures, and rural areas are focus areas

Uses several social media channels where you can follow me:

[www.twitter.com/RazorBjorn](https://www.twitter.com/RazorBjorn)

[www.linkedin.com/in/razorbjorn/](https://www.linkedin.com/in/razorbjorn/)

[www.facebook.com/RazorBjorn](https://www.facebook.com/RazorBjorn)

[www.slideshare.net/RazorBjorn](https://www.slideshare.net/RazorBjorn)

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## Experiences

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### Green Flight Academy / Marketing Director

May 2021 - present, Skellefteå

Green Flight Academy is being established on Campus in Skellefteå and Skellefteå Airport. The purpose is to train pilots with and for electric flying. My role in the project has been to match the project's analysis and vision against venture capital and that establishment takes place in a place where the flight school ends up in a good context. Hence Skellefteå with the constitutions that are made. As marketing and sales manager, we are currently building up sales channels and retailers in Asia, primarily India and the Middle East. The first training is scheduled to start in January 2022.

### Foundation Tornedalen Sustainable Development / Chairman

November 2020 - present, Stockholm

Foundation aims to achieve ecological, social, and economic sustainable development in Tornedalen for entrepreneurs in tourism, forestry, environment, and culture, and to provide training in the areas which the foundation will support.

The foundation intends to support companies, researchers, or organizations whose efforts develop environmentally friendly site development in Tornedalen. The work is led from Stockholm but with strong roots on both sides of Torne Älv.

### Svanstein Resort / Managing Director

November 2016 - February 2020, Lapland, Stockholm, Nordic countries

Svanstein Resort is one of the largest development projects in

Norrbotten with 574 hectares of land located within 5,000 hectares of forest land along the Torne River. The work involves many areas of cooperation within the municipality, the region and in Finland to create conditions for investments, grant applications, operators, market positioning and sales. The goal is to build the first 5-star hotel inside the Arctic Circle. The plan is to create a hotel with at least 100 rooms and in addition to this start a development of at least 150 plots.

Svanstein is part of the UNESCO World Heritage Site Struve's meridian arc (2005) which is part of all storytelling that can be developed on the border with Finland and within the Arctic Circle

### **Razormind AB / Founder and Managing Director**

January 2009 - December 2017, Stockholm

Founded Razormind to create its largest consulting company in travel and tourism in the Nordic region. The customers were both private and public with a focus on analysis and business development.

Among my major assignments was to create a destination company for the municipalities of Vilhelmina, Dorotea, Åsele and Strömsund. South Lapland became the common name, which also resulted in a name change at Vilhelmina Airport to South Lapland Airport. I project-led both company development, grant applications, and created all the municipal, state contacts needed for the assignment.

The companies I had the most assignments from were RTS, Arlanda Express, Swedavia, the Swedish Tourist Association, Destination Gotland and the Öresund Bridge, and mainly for analysis and advice.

Public actors (regions and municipalities) include the Swedish Transport Administration, Vilhelmina, Östersund, Övertorneå, Gällivare, Halland, Västerbotten, Norrbotten and more.

### **The Swedish Travel and Tourist Industry Federation, RTS / Chief Analyst Rese- och Turistnäringen**

January 2011 - November 2014, Stockholm, Nordic countries

I Sverige AB was a business company with a focus on growth throughout the travel chain. The analyzes I contributed to included the Tourism Industry's growth forecast, Investor Index and a number of special analyzes. The assignment included lecturing on the industry's position and development in both larger and smaller contexts. The work included a large network of contacts with all authorities and plants that were in some way in contact with the industry.

Other experiences of interest

### **Skål International / President**

March 2018 - PRESENT, Stockholm

Skål International is the world's largest network for professional players in travel and tourism. The network in Stockholm has 100 members, but in total in the world there are about 13,000 distributed over almost 350 clubs in over 100 countries. This means that almost no matter where in the world I need to have good contacts, it is part of the network.

### **Sweden Sri Lanka Business Council / Chairman**

December 2015 - March 2018, Stockholm

Together with a business colleague, we restarted operations in the Sweden Sri Lanka Business Council. Sri Lanka is today one of the fastest growing economies around the Indian Ocean and a fast-growing destination. As Chairman of the Board, I contributed to several new collaborations between Sweden and Sri Lanka as well as a growing trust in Sri Lanka as a destination that resulted in new direct flights from Stockholm.

### **IHM Concept Developer Event and Visitor Industry at IHM Business School / Member of board**

June 2015 - June 2018, Stockholm

IHM Business School is a private school for business development. In the Management Group for concept developers in events and the hospitality industry, I contributed to both goal management and lectures in the hospitality industry in general but more specifically in concept development for a destination.

### **Aero Hosting, Nocom Travelutions / Partner and Consultant**

1996-2008, Stockholm

Consultant within Revenue Management. pricing, short- and long-term forecasts, distribution systems and more for customers such as Destination Gotland, SJ, Scandic Hotels, the Swedish Armed Forces (Kronflyg), Finnair, Rikstrafiken (procured air traffic), Luftfartsverket etc.

### **Transwede / Revenue Manager**

1993-1995, Stockholm

Transwede challenged Swedish airlines directly after deregulation in 1992. My task was to optimize flight schedules, pricing for the entire route network, including Gotland. Responsible for the department for line optimization (space control), group sales, agent contacts and flight management

### **Scandinavian Airlines / Route Manager, Revenue Manager**

1990-1993, Stockholm

Responsible for all schedules, pricing, and route results for southern Sweden including Visby. Responsible for all Linjeflyg lines for a period in connection with the transition from Linjeflyg to SAS at the same time as the deregulation of all flights within Sweden and Europe started.

### **Linjeflyg / Traffic Management, Revenue Manager**

1983-1990, Stockholm

My career at Linjeflyg started in 1983 just before Bromma Airport was closed and the business moved to Arlanda. Lots of positions

from baggage handling, traffic assistant, booking, group sales, company sales and finally responsible for timetables and pricing for southern Sweden including Visby.

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## Education

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**Sustainable development Visiting industry / Vocational Academy**  
2020 Stockholm

**Revenue Management / Intern scholarships Linjeflyg / SAS**  
1990-1992, Stockholm, Copenhagen

**UN peacekeeping forces**  
1984, Cyprus

**Military services / K4 Mountain elite rangers**  
1982 - 1983, Arvidsjaur

**Gymnasium / Economy 3 years**  
1979 - 1982, Stockholm

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## Private

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Married to Annie since 1988. 2 out-of-town children who also live in Stockholm. Traveling has always been a passion for us ever since we got married in Nairobi, Kenya. Great travel experience and want to discover unfamiliar places and environments.

Speaks and writes fluent Swedish and English. Understands Danish and Norwegian but does not write in those languages. Handles all office programs unhindered and some statistics programs

References are available from all over the Nordics if requested

Hope we have reason to talk soon