

Curriculum Vitae

Stefan Pettersson

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PERSONAL DETAILS

Languages: Fluent in Swedish and English; conversational proficiency in Spanish and German.

Network membership: SKÅL Member 3 years, member of the Sub Committee-Sustainability.

Member & Certified: GAMENG is a micro business member of GSTC (Global Sustainable Tourism Council) for 3 years. Stefan is certified for his skills/knowledge in sustainable development by GSTC.

Hobbies: Outdoor activities including running, skiing, rock climbing; sustainable tourism practices; global eco-friendly travel; dining.

PROFESSIONAL EXPERIENCE

GAMENG AB (2014 - Present) - CEO

- **Areas of specialization:** Concept Development, Strategic Marketing, Market Communication, Sales, Brand Strategies, and Destination Management.

- **Profile:** Deep expertise in business strategy centered on profound market understanding and a powerful brand promise.

Key Competencies:

1. **Market Analysis:** Mastery in deeply understanding markets, pinpointing customer preferences and driving factors.
2. **Brand Building:** Creating unique business identities that differentiate from competitors and align with business objectives.
3. **Brand Promise:** Cultivating brand promises that streamline decisions, promote loyalty, and enhance brand perception.
4. **Business Strategy:** Utilizing market insights to position businesses distinctly in the market.
5. **Partnership Building:** Consistently delivering on brand promise to forge strong relationships with clients and partners.

Overview: The essence of business success lies in comprehending one's target market and its consumers. A company's worth is mirrored by its brand promise, crucial for its sustained success.

Destination Management

Expert in destination management with a knack for planning, developing, and marketing tourist destinations.

Collaborative work with local stakeholders to heighten visitor experiences, emphasizing sustainability, while conserving cultural and natural resources.

Corkscrew Thinking for Destinations

Advocating non-linear thinking, empowering individuals to steer their decisions. Emphasis on the importance of innovative perspectives during WWII, evidenced by out-of-the-box ideas such as Project Pigeon, the Bat Bomb, and Turing's Bombe machine. Alan Turing's profound impact on WWII outcome by demonstrating the potency of creative and brave thinking. The modern world demands Corkscrew Thinking to tackle issues like climate change, equality, and mental health.

ONGOING and PREVIOUS ASSIGNMENT

Educator, Facilitator, Mentor: Engaged in adult universities across Sweden. Courses include Business Innovation, Sustainable Development, Project Management, Concept Development, Digital Events, and more.

Skills:

- Project Management
- Customer-driven Business Development
- Digital Events
- Business Innovation
- Sustainable Tourism
- Sustainable Tourism Development

Key Projects:

- Expert Consultant for Digital Tourism Think Tank.
- Concept development in Zaragoza, Spain: product evaluations, target market insights, communication strategies, and digital marketing.
- Brand & Concept Development workshops for Yrkesakademin.
- Interim Business Unit Director for MCI in Stockholm/Copenhagen.
- Marketing & Sales courses, Brand Development at YH educations.
- Vision and brand promise workshop for Walmstedska gården, part of Uppsala's cultural hub.
- Course on Cultural Awareness & Social Skills in Tourism for the European Commission.

PREVIOUS WORK EXPERIENCE

- **Destination Uppsala AB (2012 – 2017) - Marketing Director:** Responsibilities included branding, marketing, event promotions, and team leadership.
- **Stockholm Visitors Board (2009 – 2011, Stab-Marknad):** Managed contract negotiations for tourism initiatives, finance management, and more.

- **Stockholm Visitors Board (2006 – 2009):** Directed Stockholm Tourist Centre and Cruise Info Centre, team management, and board responsibilities.
- **Äventyrsresor AB (2003-2006):** Role of Manager of Marketing & Sales Eco-tourism
- **Aktivitetsbolaget AB (1998-2003):** Sales Manager and co-owner. Event Organizer.
- **Good Morning Hotels Stockholm (1997-1998):** Interim Hotel Manager.
- **SAS Leisure Group/Vingresor (1987-1993):** Multiple roles in destination management and holiday resort programs.

SUMMARY OF EDUCATION

- **Professional Board Work (2018, Michaël Berglund Board Value):**
Skills in board leadership and distinction between the roles of the board and operational activities.
- **Graphics Recording (2018, FridaRits Art School):**
Techniques to enhance meetings through visualization, which increases understanding and clarity.
- **Executive Brand and Business Strategy (2015, Rmi-Berghs School of Communication):** Focus on brand-building, from product development to communication. The course emphasized the importance of vision, the connection between vision and brand promise, and developing a holistic brand plan.
- **Purchasing Communication and Advertising Services (2014, Rmi-Berghs School of Communication):**
Insights into the advertising project process, the roles of clients, and the cost structure when hiring an advertising agency. The training covered topics such as optimizing collaborations between agencies, quality assurance, and evaluation of creative solutions.
- **Westander's Writing Course (Westander PR, 2013):**
This course focuses on writing press releases and debate articles for professionals who engage with the media. It includes practical tasks, such as

crafting press releases, debate responses, and debate articles. The course offers in-depth knowledge on language processing, collaborative writing, and best practices to ensure publication in Swedish media.

- **Marketing Diploma (IHM-Business School, 2002–2004)**

Focused on formulating marketing strategies based on brand positioning and target group definitions.

- Foundations in marketing, business administration, and contract law.
- Comprehensive market analysis skills and strategic marketing.
- Deep dive into brand relationship marketing and intellectual property rights.
- Practical marketing planning, including market surveys.
- Projects on market analysis, strategic business planning, and tactical marketing.
- A final project centered on Silva Sweden AB, particularly Silva Headlamps.

ACHIEVEMENTS

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Stefan Pettersson, an esteemed keynote speaker covered topics on Place Branding, digital cultural campaigns, and Brand Development. His accolades include the 'Best Tourism Website 2013' award for "Destination Uppsala". Participated in the "Digital Tourism Think Tank" workshop in Brussels 2017.