

# UDDENFELDT Mats

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Date of birth: 29 April 1979  
Nationality: Swedish  
Country of residence: The Netherlands

## CAREER OBJECTIVE

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To deliver excellence in sales and management through challenging positions in highly competitive industries.

## EXECUTIVE SUMMARY

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Dedicated and result oriented with a consistent record of business development, increasing sales and ensuring customer satisfaction.

- Proven excellence in sales, business development, account management and leadership
- Combines strong analytical skills with excellent communication skills and a strong IT background
- Global experience with sales and project management
- Diverse experience from different roles in startups and large enterprises
- Versatile and quick to adapt to changing conditions

## WORK EXPERIENCE

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Since April 2015 MapR Technologies

### **Key Account Director**

Responsible for sales in the Nordics and Benelux to land and expand key accounts. Heading up the local Dutch office since May 2016.

2014 – 2015 Informatica

### **Major Account Manager**

Responsible for the sales of Informatica's portfolio to named accounts in Sweden.

2013 – 2014 IBM

### **Information Management Sales Executive**

Responsible for the sales of IBM's portfolio of Big Data, Information Governance, and Core DB solutions to major accounts in Sweden.

2009 – 2013 Basset

### **Vice President Global Business Development**

Responsible for new business development and strategically managing global accounts across Europe, Latin America, Africa and Asia.

2008 – 2009 Basset

### **Installations Manager**

Responsible for managing a team of up to 20 engineers performing work remote and onsite with telcos worldwide.

## **VOLUNTEER EXPERIENCE**

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- 2011 – 2012      Uppsala Stadsteater  
Head of corporate partnership for the show "Scener ur ett missförstånd",  
recruiting and leading the sales team.
- 2007 – 2009      Junior Chamber International  
Board member and founding member of JCI Uppsala.
- 2004 – 2008      Gästrike-Hälsinge nation  
Board member of student organization with ~1800 members running  
restaurants, clubs, handling scholarships, etc.

## **EDUCATION**

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- 2011 – 2011      Stockholm School of Economics  
IFL Executive Education, Business Administration and Management
- 2000 – 2006      Uppsala Universitet  
Master of Science (M.Sc.) in Information Technology Engineering
- 1999 – 2000      Swedish Armed Forces  
Military service, Cryptology and Team Leadership
- 1998-1999      Linköpings Universitet  
Basic Japanese and Industrial Economics

## **HONORS AND AWARDS**

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### Awards

- Club Excellence, March 2017
- MapR Star Award, May 2016
- Million Dollar Club, April 2017

### Certifications

- Value Selling, Value Selling Associates, 2015
- IBM Global Sales School, 2014
- IBM Information Management Top Gun, First In Class, 2013
- Assertive Selling, Mercuri International, 2011
- Consultative Selling, Mercuri International, 2010

### Publications

- ICME 2006 "Adaptive Video News Story Tracking Based on Earth Mover's Distance"
- DIN 2005 "Janus: An Architecture for Flexible Access to Sensor Networks"

## **LANGUAGES**

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Swedish (native language), English (fluent), French (conversational),  
German, Japanese and Spanish (basic knowledge)

## **INTERESTS**

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Good food & wine, cooking, new technology, networking and crossfit.

## **REFERENCES**

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Will be made available upon request.