

# UDDENFELDT Mats

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Date of birth: 29 April 1979  
Nationality: Swedish  
Country of residence: Sweden

## CAREER OBJECTIVE

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To continue building on my skills 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 track record in sales, business development, account management and team management
- Combines strong analytical skills with excellent communication skills and a strong IT background
- Global experience with sales and project management
- Diverse experience from sales, account management, business development, team management and R&D
- Versatile and quick to adapt to changing conditions

## WORK EXPERIENCE

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Since May 2014 Informatica Sweden AB Stockholm, Sweden  
**Major Account Manager**

Responsible for the sales of Informatica's portfolio to named accounts in Sweden through direct sales and in cooperation with strategic SI partners.

Since June 2013 IBM Svenska AB Stockholm, Sweden  
**Information Management Sales Executive**

Responsible for the sales of IBM's portfolio of Big Data on the Swedish market. Business development, direct sales and negotiations.

Successfully opened new enterprise business in telco and utility industries.

2010 – 2013 Basset AB Stockholm, Sweden  
**Vice President Global Business Development**

Responsible for new business development and strategically managing global accounts. Consultative selling to C-level management teams worldwide, including negotiations and contractual arrangements.

Doubled revenue on a single account to 4.5 MUSD over 3 years. Annual sales quota of ~10 MUSD.

2009 – 2010 Basset AB Stockholm, Sweden  
**Key Account Manager**

Responsible for the company's largest account with operations in Latin America, Africa and Asia.

2007 – 2008 Basset AB Stockholm, Sweden  
**Installations manager**

Responsible for managing a team of engineers performing integration work remote and onsite with telcos worldwide. 15-20 direct reports.

## **VOLUNTEER EXPERIENCE**

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- 2011 – 2012      Uppsala Stadsteater      Uppsala, Sweden  
Head of corporate partnership for the show "Scener ur ett missförstånd"  
which ran for ten performances in May 2010. Leading the sales team  
and establishing key contacts to find sponsors and sell VIP tickets.
- 2007 – 2009      Junior Chamber International      Uppsala, Sweden  
Board member and founding member of JCI Uppsala, working mainly with  
corporate partnership and event organization.
- 2006 – 2007      Uppsala Stadsteater      Uppsala, Sweden  
Head of marketing and corporate partnership for the show "En Kalabalik i  
Sänder" which sold out (6000+ seats) in April 2007.
- 2004 – 2008      Gästrike-Hälsinge nation      Uppsala, Sweden  
Board member of student organization with ~1800 members, running  
restaurant and clubs with gross turnover of 6-8M SEK yearly.

## **EDUCATION**

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

## **HONORS AND AWARDS**

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### Certifications

- IBM Global Sales School
- IBM Information Management Top Gun, First In Class
- Assertive Selling, Mercuri International
- Consultative Selling, Mercuri International

### 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"
- SNCNW 2004 "A Content Adaptation Network using SelNet"

## **LANGUAGES**

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Swedish (native language), English (fluent), French and German (conversational), 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.