

# Consulting profile

## Per Ulfvarson



PRODUCT MANAGEMENT & BUSINESS DEVELOPMENT

Per Ulfvarson is a Licentiate of Engineering based on a interdisciplinary thesis at the Royal Institute of Engineering, Stockholm, combining the institutions Material Technology and Labour Science. He has a Master of Science education from the faculty Chemistry, specializing in Biochemistry & Medical technology from Royal Institute of Technology, Stockholm. Furthermore Per is a "Certified Business Manager" from the Institute of Higher Marketing, Stockholm. Per has more than 25 years of professional experience from Swedish and International industry. He has worked with among others pharmaceutical, semiconductor, space, food, environment, power generation, chemistry, automotive, and manufacturing industry.

Per have had several different positions such as Global / International Product Manager, International Market Manager, and International Project Manager / Leader. With this has followed responsibility for major change management projects involving most company functions, and covering the companies geographical spread. The projects have contained renewal of product programs, vitalization of the sales process and sales forces. The red thread in all these assignments have been that they all lead to a simplified sales process. This reinforces the result and turnover in more than one way.



### *Areas of competence*

- Project management (customer, development, IT, ad, publication, event)
- Standardizing (methods, procedures, products, programs)
- Requirement, function and product specifications
- Market & business analysis / Organisation & operations development
- Training/education
- Industrial sales and marketing
- Change management
- Negotiations (contract, price)
- Price modelling
- IT environment
- Swedish, English, German, Norwegian, Danish

### *Methods & Tools*

- Business & operations analysis
- Change control
- Procedure mapping & procedure optimization
- Windows 3.1/95/98/NT/2000/Vista/XP/7
- Office 2003/2007/2010 Professional (Word, Excel, Access, Powerpoint, Publisher, Outlook, Visio, Project)
- Adobe Creative Suit (Photoshop, Indesign, Illustrator, Acrobat, ImageReady, DreamWeaver)
- Databases (Lotus Notes/Domino, SQL server, dBase and other xBase programs)
- SAP
- Web (HTML/XHTML/CSS, PHP)
- Visual Basic/Basic, Fortran 77, Simula

### *Assignment exemples*

- Develop internet services
- Operations development
- Product development
- Project management IT (Application dev. & ERP adaptations)
- Product & business development
- Marketing
- Contract negotiations
- M & A
- Product management, portfolio development
- Branding
- Operation start-up
- Education / training

### *Education*

- Certified Business Manager, IHM Business school, Stockholm 2011
- Licentiate of Engineering, Royal Institute of Technology, Stockholm 1994
- Master of Science, Chemical Eng, Royal Institute of Technology, Stockholm 1986
- Cloud formation, Vector algebra, Mathematics and Statistics, University of Nairobi, Kenya 1980

**Courses:** Certified Change Management Manager, SAP, Web Page Pro, Web Publishing, Mentor program, Relationship Sales Training, Oral presentation, International Patents - Trademarks - Contracts, ABC sales training, Presentation technique, Common Gas Technique

## *Various on-going & finished assignments*

- **Portfolio development:** Creation and support of strategic and operational plan for enlarging of product offer with brand new groups of products for a region within a major European company group. The mission omitted both technical and commercial knowledge transfer and support.
- **Education:** Higher Vocational Education. Responsible for establishing and carrying through the course “Product development and manufacturing, 25 Yh-points”. The course is part of the 2-year education of Business to Business sales persons.
- **Pre-study distribution:** Pre-study in collaboration with global consulting group around alternative distribution forms of production goods within the chemical industry.
- **Realization and implementation of web-service:** Responsible for system development, design and production of web-site with subscription service that provides explained and updated information and links to laws and regulations that rules the Swedish occupational environment. Is also responsible for the launch and market plan for the web services.
- **Business development:** Business analysis, workshop and report for a traditional wholesales company. It resulted in an action plan for fast improvements and a number of future possible development routes.
- **Product development:** Responsible for the development and launch of an equipment program aimed at the pharmaceutical industry, fully traceable and fulfilling the rules and demands of FDA and ISO 13485. The product program was launched globally.
- **Project owner / manager IT:** Developed the system and managed the programming of a guide for gas regulators, an internet application for a global industrial customer. Globally responsible from the business for the implementation and marketing of the service.
- **Product- & business development:** Responsible for development, implementation and marketing of a new product line together with major OEM. A work where harmony between design, technical and legal demands had to meet the user groups different requirements. In addition to this the project should deliver a new “look and feel” without losing the historical references. The product line was aimed at the higher price and prestige segment of the market. It was globally launched and well received.
- **Business development internet:** Head of system, design and coding along with marketing and launching of a new web-platform for the business unit. An important part of the project was harmonizing and merging the needs from the different markets around the world.
- **Marketing manager:** Responsible for the business units total market communication, including the budget. Head of all central market communication projects, such as product documentation, advertisement, web marketing, direct marketing and participation in central international fairs and events. Responsible for the harmonization and coordination of the subsidiaries market communication budgets.
- **Contract negotiations:** Responsible for the renegotiations of a central supply contract for a global industrial company.
- **Contract negotiations & business development:** Landed contract with equipment producer and launched their product program throughout the company group, including internal sales and product training, support and marketing strategy combined with newly developed sales material.

- **“Company merge”:** Co-responsible for the merge of two international companies operations within the business area. Responsible for the new organisation model, bench marking of the operations in the different geographies, identifying and spreading best practice. Relaunch of umbrella trade marks throughout the new company, with global spread.
- **Product management:** Head of the creation and implementation of a standardized, customer oriented global product program. The project includes standardization of lead times, production procedures and marketing material. A subproject was the creation of a global product coding system, giving prerequisites for 1 to 1 identification over language and country barriers.
- **Price model:** Responsible for requirement profile, construction and implementation of a global market pricing model for the standardized product program. The prerequisite was that the products got the right price and the margins were secured. The price model should allow local variations and different base levels, but still be consistent, convincing global customers of its accuracy.
- **Catalogue production:** Head of design, production and global launch of nine different customer segmented printed product catalogs.
- **Product management:** Head of design, coding and launch of dynamic webcatalogs based on the printed material. The internet-catalogs were based on SQL databases. This permitted different language version and easy product material maintenance. It also reinforced the user-friendly interface with easy change of languages.
- **Business development:** Head of creative work, content, production and launching of branch specific dictionary. Target groups are the sales organization and the customers. The launching included a visiting train-the-trainer tour, where the local sales organization was trained with newly prepared education material.
- **Branding:** Accountable for the launching of the world wide branding of the business area. The project comprised internal information and training material, and a compilation of ads and brochures to reach the customers.
- **Project management IT:** Project manager for software project delivering a sales support system around the products chemical, physical and legal aspects. The product is used at all levels in the sales organization.
- **Operations development:** One out of three experts responsible for delivering the basic documentation for deciding whether, and if so how, to separate the pharmaceutical operations from the other businesses. The project resulted in the creation of a new global fast growing business area.
- **Start up:** Head of the introduction and start up of a business area in Belgium, comprising CAPEX, sales budgets, marketing and price strategy and logistic solutions for the product supply, and recruiting the sales force and training them in the field.
- **Standardization:** Responsible for the standardization of instrument and analysis methods in the groups production and quality laboratories.
- **Education and training:** Responsible for the composition and creation of training material to educate laboratory personnel and the sales organization, to support the homogenisation of laboratory procedures and instrumentation.

## *Professional experience*

### Consulting company Fact 21, 2012 - ongoing

- **Sr. Business Manager**

Fact 21 offers consulting services within the areas product management, business development and change management.

### Global Industrial Gas Group, 2000-2009

- **Global Product Manager Equipment**

Accountable for the groups equipment program within the business unit, The responsibility comprised supplier contracts, price negotiations, legal documentation, technical support, marketing material and coordination of international, regional and local budgets and activities.

- **International Product Manager & Marketing Manager**

Accountable for the groups joint product program within the business area. The responsibility included supplier contracts, price negotiations, legal documentation, technical support, marketing material and coordination of international, regional and local budgets and activities. Heading the business areas marketing communication budget and its utilization, and in connection to this the coordination of international, regional and local budgets and activities.

- **International Product Manager**

Coordinator and merger point from the purchased company for the business area. Creating a “merger of equals” and coordinating the analysis, leading to identification of best practice and spreading this throughout the new constellation.

### International industrial gas group, 1986 - 2000

- **International Product Manager**

Accountable for the groups hardware program within the business unit, The responsibility comprised supplier contracts, price negotiations, legal documentation, technical support, marketing material and coordination of international, regional and local budgets and activities.

- **Marketing Manager**

Responsible for business development and the business areas regional market communication budget and its utilization, and in connection to this the coordination of the regional and local budgets and activities for the business area.

- **Project Manager**

Project manager for different development projects, education efforts, technique & sales support and standardization projects, marketing projects, international fairs and local customer events.