

# ULF GUSTAVSSON

Born 8 December 1972

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## CEO – Board Member -Investor - Advisor

Executive (C-level) with proven results in profitable startups, effective restructurings and strategic alignment. Excellent in planning and very successful implementation of long-range plans and short-term operational process improvements. Career trajectory of fast advancement with history of successfully taking on major challenges at a very young age.

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## PROFESSIONAL EXPERIENCE

### **Gustavum AB, Malmö, Sweden, 2018 – present**

*Investment, Consulting & Advising*

#### **Founder & CEO**

Investing in Real Estate, start-ups and delivery of world class Management Consulting, Interim Management, Business transformation (Digitalization), Knowledge Management and Key note speaker.

### **Syncorder ApS, Hørsholm, Denmark, 2019 (January) – 2019 (December)**

*Tech company - The best way to handle orders – Supply Chain Management*

#### **CEO**

Syncorder is a new approach to supply chain management. We connect a company's value chain in an easy and productive way - a new synthesis between EDI, ERP and the social media network model.

"Our solution is built on the latest technology with an aim to facilitate order processing. Regardless of the current state of your company's digital landscape we offer a system integration that enables transparency of the supply chain as a whole. This is our contribution to simplify a complex world"

- Increased turn-over eight times in relation to previous year
- Decreased cost by 30% in relation to previous year

**Chairman of the Board:** SFK Utveckling AB (2019-)

**Board member:** Qvalify AB (2019-), Brf Piren (2018-)

### **IKEA Group, Malmö, Sweden, 2016 – 2018**

*World's largest furniture retailer, manufacturer and marketer of moderately priced, innovatively designed and stylish home furnishings with 403 stores in 49 countries, 194,000 employees and revenues of €38.3B.*

#### **Learning & Development Manager**

Area of responsibility:

- Establish common ways of working in line with our overall directions and strategies for a successful transformation to become a multichannel retailer including change management.
- Create a strategic and sustainable solution for all business development. Done with both business and people in mind with the aim to exceed our customers' expectations.

### **Inter IKEA Systems. B.V, Delft, the Netherlands, 2011 - 2016**

*Franchisor for the world's largest furniture retailer, manufacturer and marketer of designed and stylish home furnishings with 385 stores in 48 countries, 175,000 employees and revenues of €33.8B.*

#### **Manager for Program Managers and IKEA Store Operation**

One of the main tasks of Inter IKEA Systems B.V. is to transfer IKEA competence to all IKEA retailers worldwide, enabling them to successfully operate the IKEA concept.

- Establish an office in the region of Asia Pacific.
- During a year part of the Store management team in Amsterdam.

### **MILLICOM INTERNATIONAL SERVICES (Kinnevik group), LLC, Miramar, FL, USA, 2010 – 2011**

*Global telecom offering mobile telephone services in 14 countries with 38.5M customers throughout Central and South America, Africa and Asia. Annual revenues of almost \$1.1B and 7,500 employees plus 20,000 agents.*

#### **Global Performance and Development Manager**

Responsible for creation and execution of business plans to expand Millicom services to new areas in LatAm and Africa; direct HR and all other functions required to expand services.

- Personally developed, implemented successful new performance management system including personally training 550 managers and 150 trainers to provide data needed to ensure achievement of company goals.
- Completed comprehensive management review across 12 countries in LatAm and Africa including personally interviewing 450 senior manager potentials to create action plan for 2011.
- Led creation, execution of innovative programs to improve key functions and staff including category managers and go-to-market teams.

### **IKEA Group, Älmhult, Sweden, 2005 – 2010**

*World's largest furniture retailer, manufacturer and marketer of moderately priced, innovatively designed and stylish home furnishings with 313 stores in 38 countries, 130,000 employees and revenues of €23.5B.*

#### **Global Manager, IKEA Learning Centre/Learning & Development Manager, IKEA Supply Chain**

Directed training and development programs for all 130.000 employees with a specific focus on the 30,000 supply chain employees. Focus on turning company business goals into actionable training programs to ensure alignment of training with strategic expansion plans and revenue growth; key in developing, expanding online/digital learning. Reported to HR Director, responsible for country L&D managers and trainers. Created entirely new L&D site in China.

- Successfully transformed company strategic objectives into actionable learning/development programs for global IKEA (supply chain) operations.
- Key member of steering group developing digital/online learning strategy for entire corporation, leading to first global, corporate-wide digital Learning Management System.
- As manager for ILC responsible for implementation of the digital/online learning tool.
- Maintained 93% Leadership Survey score versus 65% average company wide.
- Created and implemented leadership capabilities and programs for all 17,000 IKEA managers worldwide led project to successfully implement program across 38 countries.

### **SWEDISH ASSOCIATION FOR QUALITY (SFK), Sweden, 2003 – 2005**

*Country-wide organization offering quality enhancement services to Swedish businesses including operations consulting, ISO certification, training and information resources. Composed of an education/research not-for-profit unit with 2,000 members and for-profit consulting, development and ISO/lean operations certification units throughout Sweden.*

#### **President and Chairman of the Board**

Youngest Association leader since origin in 1952. Asked by board to take on leadership at age 30. Successfully resolved conflicts between not-for-profit arm and for-profit units using exceptional diplomatic, relationship management and negotiation abilities. Focus on re-aligning organization with current market needs and conditions resulting in significant membership value growth. Responsible for all daily operations including coordination of activities between four separate units over nine regions.

- Successful change leader for important country-wide business organization at age of 30.
- Brought all units across nine geographical regions into successful alignment and coordinated strategy, programs and operations, improving organizational effectiveness and reducing costs up to 25%.
- Created new Association consulting arm with effective new products/services.

**Previous jobs in short: Founder and CEO** – Dependum AB (2001-2005) **Account manager** - BI Utbildningshuset AB (1999-2001), **Military Officer, Lieutenant** - Lapplands Jägarregemente (1993-2000), **Day Manager** – Wallmans Salonger (1991-1993)

## **EDUCATION AND TRAINING HIGHLIGHTS**

**Bachelor of Science (2018), Major: Business Administration**, Lund University, Sweden.

**Swedish Military College (1996), Career Officer, Lieutenant** (Lapplands Jägarregemente), Sweden.

**Basic and Strategic Sales Training**

**Quality Management Training**

**Fluent in Swedish (Native) and English**