

# Hélène Barnekow

## **Personal Profile**

- Truly international senior executive with board level, corporate HQ as well as field based experience in fast paced B2B & B2C environment.
- Proven track record from driving digital business transformation & building effective teams across disciplines.
- Solid experience from go to market, marketing, brand, communications, product management, channel & partner management as well as general management. And in my current capacity as CEO ranging from infrastructure business to selling b2c, b2b and b2o services in SEK 37 BN business.
- 20 years of experience in mobile, telecoms and IT. Living in the sweetspot of where cloud, social, big data and mobility converge to drive fundamental digitalization.

*A highly motivated and committed individual with innovation drive to build brands, organizations and financial results to unforeseen levels. Passionate about international business, dynamic environments, driving transformation and creating business results through strong teams.*

## **Kindred Group plc** **Board of Directors**

**May '18 –**

Non-executive board member, listed on the Swedish stock exchange. Member of the Audit Committee

## **GN Store Nord** **Board of Directors**

**March '13 -**

Non-executive board member, GN Store Nord (listed on the Danish stock exchange) and member of the Remco committee

## **Microsoft**

**December '18–**

CEO Microsoft Sweden

## **Telia Company**

**June '15 – June '18**

CEO Telia Sweden. Running the entire Swedish operations – ranging from networks, products, services, sales, marketing encompassing B2C, B2B and B2O (operators) business. Annual turnover of approximately SEK 35 BN. Alongside running the business, undertook a huge change transformation leading with the customer dimension and touching every single part of the company, including transforming our network and IT architecture at its very core

## **Telia Company**

**April '14 – June '15**

Chief Commercial Officer for TeliaSonera Group, responsible for commercial excellence, Global Products, Global Business areas (IOT, TV services, Cloud), Brand & Corporate marketing as well as Centre of Insights and Innovation. Also chairman of TeliaSonera International Carrier.

## **EMC Corporation**

**June '09 -**

## **Senior Vice President, Worldwide Field & Partner Marketing**

**March '11-**

Worldwide responsibility for marketing in Asia Pacific, EMEA and Americas as well as global partner marketing, global campaigns and global inside sales marketing.

Key Achievements:

- Operationalized & streamlined a new centralized marketing model with a team of 300 people around the globe, across multiple Bus and functions
- Created a "measured" professional b2b marketing function
- Currently driving towards "Next Marketing", moving the EMC marketing to be powered by data analytics and centered around the Digital Heartbeat

### **Vice President Marketing EMEA**

**June 09 – Mar '11**

Responsible for EMC's marketing operations across EMEA, including Channel Marketing, Direct Led Marketing, Communications & PR and six field based teams in the countries.

#### Key Achievements:

- Integrated and transformed the marketing function across EMEA to a unified and high impact marketing organization across geos and BUs
- Sharpened the investment focus to high growth markets & big impact focus

### **Sony Ericsson Mobile Communication**

**Jan'01–May '09**

#### **Vice President, Head of Central Marketing, London, UK**

Jul'07-May'09

Selected to build the new global marketing function, reporting to the CMO out of Global HQ. Key role to drive the commercial function of marketing globally and also across all regions.

#### Key Achievements:

- Built the central organization comprising of category management teams, portfolio marketing, advertising, brand communications and digital marketing.
- Made the marketing function a business driven function with a "seat at the table"
- Launched the company's first proprietary sub brand with an innovative digital led campaign.

#### **Vice President Marketing, Region Latin America, Miami, USA**

Nov'04–Jul'07

Moved to the Latin America Headquarters in Miami in order to drive Sony Ericsson growth and build up the marketing function, in Miami and across Latin America, including business intelligence, research, pricing, product marketing, marketing communications, brand, retail and content.

#### Key Achievements:

- Successfully initiated and executed a highly differentiating market strategy
- Grew the brand within 3 years from 20% purchase consideration to 40% purchase consideration. -- Grew the business in a very fast growing market, tripling market share from 5% to 15%.

#### **General Manager, Global Product Planning, Lund, Sweden**

Oct '01–Nov'04

Deputy to the Japanese Head of worldwide product planning and product management as well as head of Global Portfolio planning including research, competitive intelligence, planning and communications

#### Key Achievements:

- Bridged and integrated product organizations from Sony & Ericsson during the first year
- Instrumental function to engineer the turn around of the JV. Key turning point was the strategic planning and research that led to the T610, the pivotal product for the turn around for the company

#### **General Manager, Global Marketing, Lund, Sweden**

Jan '01–Oct'01

Joined the company to be part of the integration of Ericsson and Sony's Mobile Divisions. Headed up one of the Integration Teams to drive joint product roadmaps, integrate the product and marketing functions, adoption of the consumer segmentation model. Tremendous experience especially as regards integration of people and the cultural aspects.

**Novo Nordisk, Copenhagen, Denmark****Jun'99- Jan'01****Marketing Director, Bitotech Division**

Responsible for all marketing aspects in the B2B environment; products, pricing, communication.  
 Managed a Copenhagen based team and teams in the different regions: Europe, Latam, USA, APAC.

**Ericsson Mobile Communications****Apr'95-Jun'99****Senior Manager, Advance Product Planning, Lund, Sweden**

Dec'97-Jun'99

Responsible for market research, consumer insights and creating  
 Roadmaps with compelling consumer propositions

**Global Product Manager**

Apr'95-Dec'97

Based in Sweden in Product Business Unit and short term in Singapore, APAC.  
 Planned and launched two new phones on a brand new platform that drove  
 Ericsson to 25% GSM market share in 2007

**NewTech Lt, Microsofts Sole Agent, Malta****Jul'93-Apr'95**

Moved to Malta and joined as Marketing Manager as Microsoft set up a structure  
 with a sole agent. Managed distributor network, marketing planning, budgeting,  
 channel strategy and communications

**DLF, Dagligvaruleverantörers Forbund, Stockholm, Sweden****Dec'91-Jun'93**

Project Manager and consultant to major FMCG organizations such as Nestle, Unilver, P&G, Coca-Cola  
 etc

**Citibank, Geneva, Switzerland****Mar'89-Apr'90**

Marketing Trainee for Citibank NA in Geneva

**Education**

- Webster University Geneva, Switzerland. Individual Master courses 1990 – 1991
- University of Lund, Sweden, MSc, International Business 1985 – 1990
- Ecole Supérieure de Commerce, Paris, France 1988
- Batavia High School NY, USA 1982 - 1983
- Ecole de Commerce, Neuchatel, Switzerland Summer 1982

**Languages**

- Swedish; Native - English; Fluent
- French; Fluent - Spanish; Comfortable

**Nationality:**

Swedish

**Status:**

Born 1964, two children

Mentoring

**Interests:**Family, Friends, Sports,  
Culture, Traveling,