

EDUCATION

2007-2010

STOCKHOLM SCHOOL OF ECONOMICS**STOCKHOLM, SWEDEN****B.S. in Business & Economics**

- **Focus of Studies:** Economics & Marketing
- **Awards/Honors:** GPA B (A-F). Graduated top of marketing class. Marketing plan project awarded *Highest Honors*. Awarded the *McKinsey Awards 1st Prize* in the category charity and social work combined with good study results in a *very impressive way*; *Humanist of the Year* in Sweden's largest business case study competition The Student Prize; Stockholm School of Economics Jubilee Scholarship for literature studies at the University of Cambridge Literature Summer School, U.K.; Stockholm's Wholesalers' Society Scholarship for *proven leadership skills and a disposition for a successful future career in the Swedish business world*; Halmstad Trade Association Scholarship for very good study results; Japanese Government Scholarship for Study Tour of Japan for European Youth.
- **Activities:** Project Leader, Focus on Finance. Company Relations & Editorial Manager, Dubai Gold. Member, Executive Board of the Student Association. President, Literature Society. Project Leader, English Course for Children in Bosnia and Herzegovina. Project Manager, 180 Degrees Consulting. Actress, Theater Group Giants. Member, German Society Der Verein. Member, Barbro's Best & Brightest. Volunteer, aid organization IM.

2003-2006

INTERNATIONAL BACCALAUREATE**HALMSTAD, SWEDEN**

- GPA 41 (45). A grade achieved by 4 % of IB students worldwide.

EXPERIENCE

2012-

SERENDIPITY INNOVATIONS GROUP**STOCKHOLM, SWEDEN****Business Development Manager**

- A Swedish venture capital & venture management company that develops and manages technology-driven innovation companies.
- My task is to develop, manage and grow the PR & Communications division to serve the group as well as external clients interested in communicating their innovation processes, with projects worth up to SEK 4m.
- Learned how to prioritize, plan and organize the sales activity.

2012-

THE SWEDISH-AMERICAN LIFE SCIENCE SUMMIT 2012**STOCKHOLM, SWEDEN****Project Manager**

- A high level summit featuring some of the best known Life Science executives and investors in the world.
- Responsible for the planning and the execution of the summit, with a budget of SEK 2m.
- Improved my execution and multitasking skills and my attention to detail.

2011-2012

THE SWEDISH-AMERICAN CHAMBER OF COMMERCE IN NEW YORK**NEW YORK, USA****Assistant Events & Marketing Manager**

- Sweden's largest chamber abroad, the third oldest in New York, non-profit, member financed.
- Planned, promoted and executed 43 events including luncheons, galas and large conferences.
- Initiated and organized some of the most revenue generating events at the chamber.
- Haakan B. Anderson Guldskala Scholar 2011 (full-time one-year program at the Swedish-American Chamber of Commerce in New York awarded to one out of 140 applicants in Sweden); awarded the Swedish Fund for Export Development Scholarship for successfully promoting Swedish companies in the U.S.

2009-2011

CURITAS AB**STOCKHOLM, SWEDEN****Managing Director**

- A small venture capital firm within Procuritas - the oldest private equity firm in Scandinavia.
- Managed previous and evaluated potential investments up to SEK 50m across a wide range of industries, among others entertainment, health care, procurement, education, technology and IT services.
- Investment proposals praised for displaying *sound judgment, good business sense and excellent analysis*.

2009-2011

CHELHA FOUNDATION**STOCKHOLM, SWEDEN****Operations Manager**

- Charity foundation supporting causes relating to children and education, with assets worth SEK 12m.
- Led board meetings, evaluated applications, launched website, visited projects on site, designed placement policy, redesigned nonprofit bylaws and follow up criteria, initiated collaborations with aid organizations. Increased donations by 110 percent compared to previous year in line with the foundation's purpose clause.
- Resulted in a more efficient and established foundation. The Board voted unanimously to renew my contract.

Summer 2010

ORIFLAME**ISTANBUL, TURKEY****Summer Intern**

- Global direct sales cosmetics company with yearly revenues of \$250M.
- Performed competitive analysis and recommended strategic and operational improvements. Worked cross-functionally with marketing, finance, operations and sales, reporting directly to Managing Director.
- My analysis was credited with helping Oriflame get ready for a competitive response.

ADDITIONAL

- Language skills: Swedish (native), Bosnian (native), Croatian (native), Serbian (native) and English (fluent).
- Former Head of the Swedish Session of the European Book Club in New York.
- Studied a one year full-time program in theoretical and practical philosophy at Stockholm University.
- Interested in world cuisine and nutrition; studied American Culinary History at the New School, New York.
- Playing tennis; competed locally and for Stockholm School of Economics in Milan.
- Love traveling, biking, spoken word poetry and literature.