

Alexandra Sjöblom

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EDUCATION

Masters in International Marketing, Business school graduate from the University of Stockholm
Bachelors in Business, Major in Marketing,

Digital Marketing postgraduate degree from the University of Copenhagen

LANGUAGES

English, Spanish and Swedish – Native

Italian, Danish and French-
Working proficiency

BOARD PROFILE

Coming from an International background I am a multilingual, Sales, Marketing and Merchandising Executive with experience in apparel, retail and FMCG. My experience stretches from a small privately owned company within the luxury sector, to big Multi- National corporations. After numerous years in different leadership teams, I have noticed that my inclusive leadership style allows for personal growth, and fosters contribution. I have solid knowledge of the global market; marketing, sales and product strategies, and finances. I focus both on results and people. I am strategic as well as operational, a doer as well as an achiever. Being both creative and analytical I have found my new passion – social media and digital marketing.

AREAS OF EXPERTICE

- Internalisation
- Go 2 market strategies
- Segementation strategies both in product and sales
- Turnaround
- E-com and digital marketing strategies
- Business unit start up
- Cost effectiveness/ Process implementation
- Keeping up with trends whether financial, environmental, digital or fashion.

RESULTS AND ACHIEVEMENTS

- Lowered costs by 15% and re-introduced women's wear at Levi's Strauss as the Nordic General Manager. Making women's wear 35% of the turn over from 5% in 3 years.
- Revamped an iconic bra (The amourette) on its 130th birthday, increasing sales by 487% when working as VP of Brand and Merchandising at Triumph Lingerie. This is Triumph's number one selling bra and sales were going down. I breathed new life into its equity making it a bra for 3 generations.
- Have digitalized processes and marketing both at Triumph and Levi's. In charge of digital transformation now at Nestlé.