

Micael Wahlberg

Communication Manager and Start Up coach

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Summary

I'm a digital executive, leader and strategist. I'm skilled in business communication, business strategy, brand development, international retail and product and process design.

As Web Manager and Creative Director at Stadium I created a new digital strategy for transforming Stadium from only traditional media and advertising to a modern multi channel enterprise.

As founder of the design agency Lord Byron i created a one million USD business with five employees within one year from launch.

I've worn many hats in my career -teacher, coach, inspirational speaker, writer, designer, researcher, manager, marketer and strategist. As a result , i have a unique ability to manage multi-disciplinary projects and to navigate complex challenges. But actual experience has taught me that my professional value boils down to the following:

- I've directing development of digital transformation and digital communication since the Web was born.
- I have Big Ideas.
- I understand that execution is what matters when you want to succeed.
- I have worked with many organizations and employees, and I understand that a good team is of the greatest value,
- I can build great teams and coach.
- I'm the calm one.
- I run toward the future.

I love making new professional acquaintances. Reach out if you want to talk future, business or watches.

Specialities: Operational management, creative direction, communications, coaching and employee development, social media, product design and watchmaking.

my Portfolio: micael.se

my Mood Boards: pinterest.com/micaelwahlberg

my e-Commerce: designer.se

my Behance: behance.net/micael

Experience

Communication Manager and Start Up coach at Norrköping Science Park AB

September 2014 - Present (2 years 2 months)

Norrköping Science Park (NOSP) is a science park with around 200 companies. NOSP focus is in the field of Visualization, Printed Electronics and Interactive Services. Our goal is to connect science and entrepreneurs to create a healthy businesses community in Norrköping. Together with the University's unique cutting edge competencies we can generate favorable conditions for new business ideas and help companies find their optimal position in Norrköping and the region as a whole. To meet our clients goals we work with coaching, matching and education.

As a Communications Manager my responsibilities include a multi channel strategy, digital transformation and social media communication as well.

- Development of courses with Business Strategy and Business Model Innovation in fokus.
- Start up coaching focus on small and medium size businesses.
- Working with Business Model You, Business Model Canvas, Value Proposition Design and Trend Model Canvas to help our partners and clients.

Founder and Creative Director at designer.se

January 2014 - Present (2 years 10 months)

Designer.se is a small e-commerce test with handmade accessories, watches and bags. I work with product design, marketing and business development. My main interest is slow fashion and the culture of makers, craftsmen and handmade products with high quality. I am focus on building products as well as a company with high value and quality with a small budget.

For more information and inspiration see:

- Mood Boards: [pinterest.com/micaelwahlberg](https://www.pinterest.com/micaelwahlberg)
- e-Commerce: [designer.se](https://www.designer.se)
- Behance: [behance.net/micael](https://www.behance.net/micael)
- Instagram: [instagram.com/micaelwahlberg](https://www.instagram.com/micaelwahlberg)

Creative Director & Business Consultant at Firma Micael Wahlberg

October 2006 - Present (10 years 1 month)

Inspirational Speaker, Business Strategist and Creative Director within the areas of Brand Strategy, Business Strategy, Online Marketing, e-commerce Strategy, Start Up and Business Model Innovation.

You can book me for:

- Inspirational speaking
- Team coaching
- Brand strategy work
- Business Model Innovation

CEO & Creative Director at Lord Byron

April 2010 - October 2012 (2 years 7 months)

Lord Byron was a creative design and strategy consultancy. I worked with Digital Strategy and Corporate Identity for small and medium sized enterprises. Lord Byron had five employees and annual turnover of one million USD.

I worked with:

- Business Strategy and creative consulting.
- Brand Strategy and Corporate Identity.
- Digital Strategy and web site delivery.

Marketing Manager at Avalanche Capital

August 2010 - September 2011 (1 year 2 months)

Responsibility for 15 clients within the Avalanche Capital group and their Marketing, Branding and Digital Strategy.

My main focus was:

- Working with strategic Business Planning with Business Model Innovation.
- Develop strategies with global and digital focus.
- Digital communication and social media.

Senior Art Director & Business Consultant at Creuna

April 2008 - December 2009 (1 year 9 months)

Creuna is one of Scandinavia's largest digital agencies with over 350 of employees. Creuna helps clients build brands, grow business and drive change in the connected world.

At Creuna I worked as Client Manager for several clients, e-commerce consultant for several clients and Senior Art Director with a team of 10 designers and writers. I also had a conceptual responsibility for ASSA ABLOY world wide. ASSA ABLOY has around 300 sites in 50 countries to be converted to Creunas technical web platform, "One Web".

Some projects that i delivered:

- E-commerce strategy for ASSA ABLOY.

- Social Media Strategy for ASSA ABLOY Future Lab.

Creative Director & Web Manager at Stadium

October 1998 - April 2008 (9 years 7 months)

Stadium is the largest sports retail chain in Northern Europe with about 140 stores in Sweden, Denmark, Finland and Germany. The group also includes the concepts Stadium Ski and Stadium Outlet and the subsidiary Stadium Sports Camp. The company has over 3 000 employees and the turnover for 2008 was approximately 4.3 billion SEK.

- Responsibility for Stadium online communication 1998-2008 with five employees and about one million USD in annual budget.
- Responsibility for Stadium all Web services in three countries, stadium.se, stadium.dk and stadium.fi.
- Project leader for the construction of Stadium Intranet, sites and digital campaigns.
- Project leader for the construction of community on stadium.se.
- Member of the Stadium Marketing board 2000-2008.
- Member of the Stadium IT board 2004-2007.
- Responsible Stadium Internet board 2001-2008.

Teacher at Nercia Education

November 1997 - September 1998 (11 months)

Teacher in graphic design, web design, typography and marketing strategy. Responsibility for courses and Examination.

Marketing Consultant and Art Director at Self Employed

September 1993 - September 1998 (5 years 1 month)

I worked as a freelance consultant within the field of marketing, focusing mainly on business development, brand development, communication solutions, digital media and graphic design.

Customers such as Loka Brunn, SCB, VM Media, Örebro University, Enomic Fönster AB, Savawatt Inc etc.

Web Manager and Art Director at Örebro University

March 1996 - August 1998 (2 years 6 months)

Responsible for the redesign of www.oru.se.

Promotion of students to the business community and the business community against students.

Projects

E-commerce Strategy ASSA ABLOY

May 2008 to Present

Members: Micael Wahlberg

E-commerce Stadium AB

January 2005 to February 2007

Members:Micael Wahlberg

E-commerce designer.se

January 2014 to Present

Members:Micael Wahlberg

Web Norrköpings Stadsmuseum

May 2015 to Present

Members:Micael Wahlberg

Project lead, content creation and social media for new web at Norrköping Stadsmuseum.

Web Norrköping Konstmuseum

May 2015 to Present

Members:Micael Wahlberg

Project lead and concept development for new web at Norrköping Konstmuseum,

Web Norrköping Science Park

June 2016 to Present

Members:Micael Wahlberg

Project lead, content creation and social media for new web at Norrköping Science Park.

Business Model Innovation educational course

May 2016 to Present

Members:Micael Wahlberg

Seven week course, Make It, containing Business Model Innovation, coaching, leadership, sales and marketing.

Honors and Awards

Winning Retail Award 2008

Dagens Handel & Svensk Handel

May 2008

Winning the Retail Award in 2008 in category "e-commerce of the year" with www.stadium.se. External agency, Starring and Art Director CG Neuman. Retail Award is run by Dagens Handel and Svensk Handel

Guldägg 2007

Sveriges Reklamförbund

April 2007

Digital Creative Director at Stadium. External agency, Forsman & Bodenfors. Winning in category "Media".

Silverägg 2007

Sveriges Reklamförbund

April 2007

Digital Creative Director at Stadium. External agency, Forsman & Bodenfors. Silverägg in category "Billboard".

Diploma Guldägget 2007

Sveriges Reklamförbund

Digital Creative Director at Stadium. External agency, Forsman & Bodenfors and Creative Director Mathias Appelblad. Diploma in category "Integrated Media".

Diploma Guldägget 2007

Sveriges Reklamförbund

April 2007

Digital Creative Director at Stadium. External agency, Forsman & Bodenfors and Creative Director Mathias Appelblad. Diploma in category "Alternative Media".

Web of the month 2001

Resumé

April 2001

Stadium Activity town, SAT winning the contest, "Web of the month". External agency, Paregos and Art Director Robert Lindström. SAT was a Flash-based community with 30000 active members during 2001-2007. Web of the month is run by Resume.

Publications

Reflections & Sunspaces

blurb.com October 1, 2011

Authors: Micael Wahlberg

I have photographed during the period 1998-2006 with four different, all analog, cameras. The various cameras I used was the Contax 137 ma, Minox GT, Hasselblad X-Pan and Pentax 67. The pictures are taken during walks, business travels and holidays, and no pictures were taken during an assignment. Shooting pictures has not been the main focus, and the photography has been a sideline to other activities.

Panavision 2000-2006

blurb.com November 29, 2009

Authors: Micael Wahlberg

I have photographed with Hasselblad X-pan portable camera for panoramic photography. Overall, I have about 5000 images of which I have selected about 100 pictures. The project has been based on chance as a working tool and I have let the images come to me without direct image ideas.

Many of the pictures appeared in my previous book Reflections & Sunspaces which was a collection volume of photos from 1998-2006.

Courses

Creative Director & Web Manager

Stadium

NLP coaching I, Ledarskapsutbildning

NLP coaching II, Ledarskapsutbildning

Graphic Design, Berghs School of Communication

Creative Director & Business Consultant

Firma Micael Wahlberg

NLP certified I, Ledarskapsutbildning

NLP coaching, Ledarskapsutbildning

Languages

English

Skills & Expertise

Digital Strategy

Online Marketing

Creative Direction

E-commerce

Digital Marketing

Brand Development

Social Media Marketing

Web Design

Social Media

Graphic Design

Concept Development

Strategy

Marketing Strategy

Marketing Management

Corporate Identity

Corporate Branding

Art Direction

Creative Strategy

Online Advertising

Marketing

Strategic Communications

Market Research

Strategic Consulting

Interaction Design

Typography

User Experience

Marketing Communications

Watch shaping

Green Marketing

Creative Development

Integrated Marketing

Digital Media

Advertising
Information Architecture
User Interface Design
Business Development
Copywriting
Interactive Advertising
Management
Business Strategy
Web Development
Entrepreneurship
Blogging
SEO
B2B

Education

Örebro konstskola

Bachelor's Degree, Art, 1997 - 1999

Örebro University

Bachelor, Communication and Media Studies, 1996 - 1997

Örebro University

Bachelor's Degree, Marketing and Economics, 1988 - 1992

Interests

Art, architecture, open sea, design, E-commerce, community building on the web, marketing and communication.

Volunteer Experience

Member of board at Makers of Norrköping

January 2015 - Present

A non profit organisation working for makers and crafters in Norrköping and Östergötland.

Member o board, secretary at Svensk Form

January 2008 - February 2013

Swedish organisation for art and crafts.

Member of board at Culture house, Hallarna

September 2014 - Present

An old factory in Norrköping that has being converted to a place for art, culture and entertainment.

Member of board at Örebro Art School

January 1999 - March 2006

Art School located in Örebro, Sweden.

Organizations

Naturskyddsföreningen / Swedish Society for Nature Conservation (SSNC)

Backer

January 2005 to Present

The Swedish Society for Nature Conservation is a charitable environmental organisation with the power to bring about change. We spread knowledge, chart environmental threats, propose solutions and influence politicians and authorities, both nationally and internationally. Under democratic forms, we work regionally in 24 county branches and locally in 270 community branches.

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3 people have recommended Micael

"Micael is a very advanced thinker of the finest make. The ability to add insights, knowledge and input into every conversation makes Micael unique!"

— **Henrik Kugelberg**, was Micael's client

"Michael is a great person to work with, he's focused, calm, has great ideas, humour and is very creative. I really enjoyed working in his team, and we did a lot of fun and creative projects during my four years at Stadium."

— **Fredrik Dogertz**, reported to Micael at Stadium

"Micael är en extraordinär kreativ förmåga med en drivkraft att nå de allra högsta nivåerna av problemlösning. Han har en förmåga att arbeta målmedvetet och enträget under lång tid för att lösa komplexa projekt men kan likväl snabbt komma in i ett nytt sammanhang och fungera som katalysator i idéprocesser. Hans kompetens inom kommunikation, reklam, web och sociala medier är fenomenal och hans energi är smittande."

— **Magnus Ohlsson**, managed Micael indirectly at Stadium

[Contact Micael on LinkedIn](#)