

Carl Jonasson
+46 (0)72 73 404 61
carl.jonasson@cycloidadvisory.com

Profile

Strongly results oriented and entrepreneurial engineer with broad experience, driven by challenge, achievement and learning.

Higher Education

Stockholm School of Economics
The Wharton School,
University of Pennsylvania
Executive MBA
April 2002

Royal Institute of Technology, Stockholm
M.Sc. Mechanical Engineering
January 1993

Skills and Training, Selected

Leadership (multiple stages)
Change Management
Corporate finance
Business economics
Project management
UMTS
GPRS
GSM
TEMS measurements
Radio communications
Antenna theory
CAD (various software)
FEM (various software)
FMEA (design, process)
Design for assembly
Modular design
MS Project, Primavera
Microsoft Office suite

Languages

Swedish: native
English: fluent
German: good
Spanish: basic

Other, Personal

10 years in the Home Guard as a reconnaissance radio operator. Former Scandinavian elite big-wall rock climber, love reading, skiing, kayaking, bicycling, and traveling. Have experience as a climbing instructor and outdoors guide.



SnigelDesign

Head of Business Development, May 2023 – March 2024

SnigelDesign

CEO, February 2015 – April 2023

General management of a smaller specialist company designing, manufacturing and selling personal equipment (backpacks, clothing, body armor etc) to military and law enforcement agencies. Growth and internationalization, from 2 MEUR in 2015 to 50 MEUR in 2023.

Jernhusen

Manager Sales & Delivery, Business Area Service Depots, May 2011 – January 2015
Responsible for building up a complete sales and KAM organization, servicing Jernhusen's key customers (mainly train operators and maintenance providers) with solutions for rail vehicle maintenance, reporting to the BA Executive Vice President. 325 MSEK (50 MUSD) sales budget and yearly growth target of 10% new business. Secondary responsibility to help forming a more customer oriented culture through-out the company. 16 direct reports (KAMs, Depot Managers, Product Managers).

Perform Information Management, Cycloid Advisory (formerly Jonyl Sweden)

CEO, Co-founder, January 2006 to April 2011

Management consultancy and project management for customers in the manufacturing, process, and service industries focusing on solutions for Information Management. Strategic and operative management of small specialist company, high-level (C-suite) sales of complex services.

HUBER+SUHNER

Vice President Marketing & Sales, March 2003 to December 2005

Management of a department of 7 sales people and KAMs responsible for the establishment, development, and maintenance of business relations with HUBER+SUHNER's customers in the Nordic - Baltic region, reporting to the General Manager and the Global Sales Director. 50 MUSD sales, 2 MUSD cost budgets, strategy work, business planning and development, marketing, and globalization projects, hiring, training and assessment of key personnel. Own responsibility for development of new segments and customers. Designed and implemented Document Management system.

Allgon Coverage Engineering

Regional Manager EMEA, November 2000 to February 2003

Management of a 9 person team selling, designing, delivering and optimizing customer tailored systems for cell phone coverage in challenging environments to operators throughout the region. 130 MSEK (20 MUSD) sales, 10 MSEK (1.5 MUSD) cost budgets, sales activities, system design, hiring, training and assessment of staff, business development, and strategy work.

Allgon Coverage Engineering

Project Manager/Systems Engineer, June 1999 to October 2000

Contributed to the establishment of a new turnkey systems business within the Allgon group. Sold, designed, optimized and supervised large cell phone coverage installations (Moscow Metro, road tunnels in the Alps, etc). Designed and implemented the ISO 9001 certified Management System, implemented Project Management model and CAD system.

Allgon Mobile Communications

Vice President R&D, December 1998 to May 1999

Management of a 100 engineer department located in offices in Stockholm, Gothenburg, Dallas and Tokyo, developing antenna solutions for the cell phone industry. Close collaboration with development teams at Nokia, Motorola, Ericsson, NEC, etc. Hiring, training and assessment of staff, 12 MUSD cost budget and Research & Development strategy work.

Allgon Mobile Communications

R&D Manager Mechanics, June 1995 to November 1998

Management of a 30 engineer group located in offices in Stockholm, Gothenburg, Dallas and Tokyo, developing antenna solutions and automated production lines for the cell phone industry. Responsibilities included development and technology targets, close collaboration with development teams at Nokia, Motorola, Ericsson, NEC, etc. Hiring, training and assessment of staff, 4 MUSD cost budget. Implementation and development of CAD systems and other design and analysis tools. Contributed to development and implementation of ISO 9001 certified Management System.

Allgon Mobile Communications

Design Engineer Mechanics, January 1995 to May 1995

ÅF Industriteknik

Design Engineer Mechanics, June 1993 to December 1994