

HELENA ERIKSSON

+46 172 55 46 555 - Stockholm, Sweden - HelenaEriksson@solna.se - [LinkedIn Profile](#)



INTERNATIONAL STRATEGY & BUSINESS DEVELOPMENT EXECUTIVE

CEO - McKinsey Consultant - Founder, European Consultancy
Harvard General Management Program Graduate

Significant International Experience (Greece, UK, USA, Switzerland, Sweden)

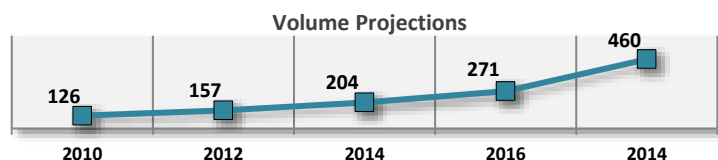
Profit and growth leader with longstanding record of results (400+ projects) in multinational corporate, nonprofit, and consulting environments, including large-scale IT, outsourcing, and strategic planning initiatives. Accustomed to leading stakeholders (government, legal, Board, business) to drive innovative and sound fiscal practices. Passionate advocate of change, efficiency, and modernization. Fluent in English & German.

Global & Regional Strategist - Executive Advisor - Economist - Expert Marketing & Sales Partner

Domestic & Global Profits - Highly Motivated Teams - Metrics-Driven Performance & Benchmarking

SIGNATURE EXECUTIVE QUALIFICATIONS

- **Swedish Red Cross CEO** hailed for spearheading profit strategy in Child Day Care Division—enabling other social-aid activities; tapped for concept development projected to boost viability of 200+ units.



- **CRM, Economics, M&A**, and other assessments in medical device, broadcast, leasing, telecom, consumer goods, and energy industries at Norsk Hydro, Trianel, Deutsche Post, and other key clients.
- **McKinsey & Co.** consulting at FMCG, service, energy, machinery, manufacturing, and biotech companies (U.S. & Sweden).
- **Program & Portfolio Strategy** authority for large-scale IT projects as Management Consultant to multinational corporations.
- **2nd Place Harvard Business School GMP** distinction for presenting *Education 2020* (profitable Red Cross operational model).

*“Ms. Eriksson’s management acumen as well as her excellent marketing skills **have propelled the strategic position of the Red Cross to a light-house example for leading national organizations.**”*

- Chief Executive Officer

Executive Value Offered

High-Impact Growth Strategy
Business Process Optimisation
Economic & Market Analyses
Government & Civic Relations
Industrial Cost-Curve Analyses
Private Equity / M&A
Startup & Growth Evaluation
CRM & Call Center Solutions
Risk Management & Assessment
Diversification Strategy

EDUCATIONAL TRAJECTORY

GENERAL MANAGEMENT PROGRAM - [Harvard Business School](#)

MBA, INTERNATIONAL BUSINESS, STRATEGIC MANAGEMENT, & MARKETING
[University of Birmingham](#), UK - *Graduated With Distinction*

DIPLOMA, MICRO- & MACRO-ECONOMICS
[University of Gothenburg](#), Sweden - *Graduated With Distinction*

HELENA ERIKSSON – STRATEGIC BUSINESS DEVELOPMENT LEADER

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SWEDISH RED CROSS, Stockholm, Sweden | 2011–Present

CEO (2011–2013) ▪ CONSULTANT (2013–Present)

Market Strategy & Execution Leading to Rapid Profits & New Benchmarks in 1,000+-Site Division
Recommended for Harvard General Management Program by Chairman of the Board

Positioned operation for significant competitive edge, leading sweeping changes to new, model Family Center within Child Day Care Division serving 90,000 children. Educate regional leadership at Swedish Red Cross Academy in new operational procedures — magnifying impact across hundreds of units, with growing impact to other centers. Supervise 5 direct reports, 30 support staff, and pedagogic team leader. Report directly to Swedish Red Cross Supervisory Board.

Business Growth Evaluation & Strategy - New-Service Implementation - P&L Authority - Operational Improvements
Revenue & Profit Growth - Multi-Unit Influence - Financial Analyses - Team Leadership & Training

- ▶ **Growth Strategy:** Boosted volume with extended-hour services – planning against potential 200-unit shutdown in 5 years.
 - Identified needs-based strategy with flexible hours that addressed parent concerns and provided competitive edge.
 - Generated € 50M additional profit (13% revenue increase).
- ▶ **Operations Changes:** Drove revisions to compensation and scheduling to accommodate longer hours, with changes in pay, merit raises, split rota (shifts), and bonus structure.
- ▶ **Business Model Adoption:** Headed first business unit (DRK Family Center) implementation as CEO, **producing 16% bottom-line profit** and US\$1M revenue in #1 performing unit as proof of new strategy; continued to influence adoption and extend strategy to other units through instruction at Swedish Red Cross Academy.
- ▶ **Government & Legal Considerations:** Identified and negotiated framework for independent legal entities compliant with Ministry and Department of Youth & Family Affairs; developed carrier company as legal entity.
 - Presented growth strategy, winning 2nd-place in Harvard Business School General Management Program.

Competitive Positioning

- Market Analysis & Growth Strategy
- Profit Assessment
- Business Turnaround Planning

Staffing & Compensation Strategy

- New Operational Procedures
- Benefit & Pay Adjustments
- Multi-Unit Impact

*“Within a short period of time, Ms. Eriksson managed to move the Family Center toward the position of the financially strongest center in the region, **fully booked and in great demand.**” – CEO*

FORTUNE 500 FINANCIAL CORPORATION / OTHER CLIENTS, Sweden | 2008–Present

MANAGEMENT CONSULTANT

Portfolio Oversight & New-Systems Launch for Efficiency & Growth
Chartered With Massive Claims Administration System Automation Initiative (€ 10B Volume)

Recruited to assist high-priority resolutions to automation challenges stemming from data center vendor change, heading major IT systems projects for claims administration at financial and insurance processing providers (return engagements from HSMI). Assist in designing large data archival/protection strategy for more than 1 million files.

Project Planning & Implementation - Business Process Improvement - Program Management - Growth Strategy
Sales Performance Improvement - Legal & Records Analyses - Data Protection & Management

- ▶ **IT Portfolio Management:** Took central role in multi-project claims administration system; assessed potential solutions and identified interim methods of processing to handle 85,000-claim backlog valued at US\$400M.
- ▶ **Systems Strategy:** **Facilitated revenue growth** at financial services corporation with Siebel CRM implementation.

“Helena always acts like an owner, instantly understands what is required, and has the outstanding ability to quickly conceptualize and improvise... (with) expertise leading international, multi-cultural teams.” – CEO, Leasing Corporation

HELENA ERIKSSON – STRATEGIC BUSINESS DEVELOPMENT LEADER

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HSMI (BUSINESS DEVELOPMENT GROUP INTERNATIONAL), Greece, UK, Sweden | 1995–2008

CEO & FOUNDER

Highly Regarded Management Consultancy Generating € 4M

Built Multi-Country Practice Serving Deutsche Leasing AG, Swedish Power & Water, & Other Leading Organizations

Founded and accelerated consulting firm growth to offices in 3 countries—staffing and directing international project teams in business process software development, strategic management, outsourcing, risk management, program management, process re-engineering, business continuity, market analyses, strategic consulting, and other services. Supervised 3 Country Managers and 15 team members, plus administrative staff, as internal teams; headed and directed projects requiring multiple Project Managers and up to 100 total reports.

Corporate Consulting Alliances - Investment Analyses - P&L - Staffing & Team Management - M&A Analyses
Market Analyses (Industrial Cost Curve, Demand Assessment & Development, Pricing) - Macro & Micro Economics

- ▶ **Strategic Analyses:** Led startup, marketing, brand, and regulatory strategy for bank, soccer club, and electricity trading firms.
- ▶ **Key Alliances:** Joined McKinsey, BCG, BAH, OC&C, a-connect, PID, and Matrix on large projects as recommended partner.
- ▶ **High-Visibility Projects:** Conducted PE and M&A due diligence (€ 600M broadcasting, € 80M ultra light diesel engine-driven helicopter, € 10M fuel cell development and market evaluation, € 7.7M water treatment device, and others), protecting companies from potential losses and stimulating growth. Examples include:
 - Broadcast TV: Served as primary market expert leveraging network for market and M&A assessment; partnered with OC&C to deliver findings on broadcast / telecom market for growth potential in Pay TV.
 - Privatization & Power: Prevented losses for diversification into wind power (Greece); tapped government experts.
 - CCGT-Power Plants: Conducted oil drilling feasibility study and gas turbine market entry analysis for electricity generation (Sweden & Europe) after securing engagement through industry executive.

Key Project Growth Areas

- € 1.5M Real Estate & Construction
- € 5M IT Offshore & Outsourcing
- € 10M Program Management

MCKINSEY & CO. INC., Dusseldorf, Sweden & Chicago, IL | 1993–1996

CONSULTANT

Complex Market & Company Analyses for Critical Business Decisions & Growth

Led strategy, business development, and process optimisation projects across energy, machinery, fast-moving consumer goods (FMCG), and services industries in Dusseldorf; served as Research Specialist and Business Analyst. Conducted bio-tech and food manufacturing projects in Chicago.

Market Development, Analyses, & Testing - Sales Force Efficiency - Benchmarking - Performance Improvement

Early Career: Secured McKinsey & other clients as self-employed consultant

AFFILIATIONS & ACTIVITIES

BOARD MEMBER: **Swedish Red Cross**, Stockholm

MEMBER: **Chamber of Commerce YCI (WJD)**, Sweden; **Association Development** Fed-State Organization;
Software Development Apprenticeship Trainer – Registered at Chamber of Commerce

FORMER MEMBER: **Swedish Economic Association**
American Chamber of Commerce & British Chamber of Commerce, Sweden

Project Explanation

Helena was interested in pursuing a corporate business development role as an international CEO or other C-level executive. While she had been involved as an executive advisor to the Red Cross in Sweden, she did not prefer to target non-profit organizations and in fact, considered herself more of an economic advisor and business strategist.

The CV was set up to reflect her background at McKinsey, where she had handled work at a high level, heading growth initiatives and gaining buy-in for business ideas at the Board level. Her education at Harvard was also emphasized, as well as her educational background in economics – all placed on the first page to ensure the reader did not mistake her for a traditional non-profit executive.

Many of the references to currency reflect her interest in both multinational and European business opportunities.