

# Resumé



Hans Sogell

**Targets:**

More Board Work. I have experience of having doubled the staff's commitment, which I believe is the most important tool in future competition. The potential is for 20% of turnover in increased profitability.

**Abstract:**

Results-oriented professional in Personal and Business development, engineering, business and economics generated knowledge to business psychologist with 35 years experience in leading positions, from more than 2,000 business projects in 20 countries, with special knoweledge in:

Board Work	Business Scoring
Marketing	Business Development
Profitability Problems	Suitability Analysis / selection
Outplacement	Business School
Competence Management Scoring	Difficult situations staff

**Board Work,  
some experience and  
professional results:**

- **Chairman of 4Sign Norden AB**, the leading industry chain in the visual communication with a turnover of 360 million. **Synergies won equivalent 10 vendor's annual profit** by coordinating the purchasing and marketing.

- **Chairman of Directors Council** <sup>TM</sup>. A shadow board for some 20 smaller companies which themselves can not afford a professional board member.

**Some other  
professional results:**

- **Turned a troubled company** with 6 million in sales and 13 employees, to a very profitable company with 12 million in sale, with 6 employees - in 12 months time with 150 hours consultancy.

- Has implemented **Outplacement** for more than 500 individuals, of whom 200 have been helped to start their own business. 94% reported in an objective review, three years later, that they still operates their companies. Stig Lönnhed, Chief Development Centre Telia AB writes: *"The result of Hans Sogells training is very good ... then about 90% of participants after completion of course .. has left Telia "*. Stellan Eriksson Project Manager Samhall Resource Ltd writes: *" Of the approximately 100 employees that Hans Sogell has got from me, he has **managed to generate more than 90% to a new career** ". Gröndal **Roland**, TeliaSonera Sweden AB Senior Adviser writes: *"Hans Sogell delivers an impressive performance, almost 100% results in a short time. "**

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- **LIBER publishers have published my book**, "Assessment of Business Marketing Control - **Business Scoring**". A new technique that I developed and trained more than 200 companies, of which only about one, SEB, 180, mainly, office managers. Promote None of Stockholm and Stockholm University has assessed the system as **"Just as ingeniously simple as reliable"**. Maria Lindgren Project IIR, which appears in 123 countries writes, after research and contact with SEB **SEB ... hire several years regularly a consultant with unique expertise in this difficult area, to educate their creditors. ... His name is Hans Sogell. "**

- **Lowered costs by 21%** per treatment days in hospital with bussines Scoring.

## Work experience:

- Chair Man of **4Sign Norden AB**, Nordens ledande branschkedja inom 2006-2007  
Visuell kommunikation med en omsättning på 360 miljoner.

**Performed synergies of 10 vendors' annual results** through the coordination of purchasing and marketing.

- **MKB, MänniskoKraft AB / HB**, Stockholm. CEO, 100% owner. 1986 - ... ..  
Consulting in Management & Organization of proprietary models for Skills  
Assessment / Development and Business Assessment / Development and has  
developed [www.mkb.se](http://www.mkb.se)

- **SJ, Goods**, Stockholm, Marketing Director (staff) and a member of 1988-1989  
Divisions management . Head of over 1999 sales by 10 Marketing Managers.  
Sales 4 billion. **Increased profitability 400 million per year** by  
introducing a self- Sell Control Model.

- **Trifolium AB**, Lidingö. CEO (50% owner) invented ACCUHEAT 1980-1988  
energy storage with three months' pay-off time has **appeared in**  
**television**, Technical Magazine 1980th The company sold 1988th

- **TITAN Ingeniörsfirman AB**, Stockholm, Department 1978-1980  
(Danish Sophus Berendsen Group) was responsible for product groups  
Pneumatic, cooling towers and frequency control. Leaders for 3-5 people

- **PIAB AB**, Stockholm, marketing manager, product manager for several 1971-1977  
product groups. **Doubled its turnover** and developed distribution  
channels in 20 countries and 700 companies trained in product knowledge  
and marketing. Leaders for 4-6 people.

- **Bima**, Bilmateriel AB, Stockholm, Product and Marketing Manager 1966-1971  
(Incentive Group) for the BAHCO car heaters and Webasto. **Only in**  
**Sweden to use comparative advertising** and introduced Webasto, BAHCO which  
replaced, and surpassed previous sales, in less than three years.

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<b>Education, formel:</b>	<b>Business Economist</b> , Högre Företagsekonomisk kurs	1970
	<b>Engineer</b> , Solna Stads Tekniska	1964
	<b>Realexamen</b> , Högre Realläroverket på Norrmalm	1961
<b>Published books:</b>	<b>"Framgångsrik snabbare - med 5000 års erfarenhet"</b>	1994
	ISBN 91-970804-1-1 (Successful faster – with 5000 years of experience)	
	<b>"Affärsbedömning med MarknadsföringsKontroll"</b>	1989
	<b>Business-Scoring</b> LIBER AB ISBN 91-40-30818-9.	
<b>Nonprofit Missions:</b>	<b>Dataföreningen</b> , engine in different "ERFA" groups	1997-2000
	<b>Whiplash Stiftelsen</b> , CASHIER, boardmember	1995-2007
	<b>Bosö Båt Klubb</b> , BBK, 600 Yachts, CASHIER, boardmember	1985-2001
<b>Military service:</b>	During the training of officers and training of a motor engineer.	1965
<b>Computer knowledge:</b>	Windows 95/98/2000/NT/XP/Vista, Word, Excel, Acces, Outlook, Power point, Publisher, Frontpage, Expressen web, IE, Director, Dreamweaver, Fireworks, Micrografx, Adobe m.fl	
<b>Private:</b>	I am born the 5 <sup>th</sup> of April 1944 and happily married with Gunilla since 1966. We got two boys, Joachim and Alexander born 1970 and 1973. Squash, sailing and travel are my mainly hobbies. I enyou building my own computers. I speak, whright and read Swedish, <b>English</b> and German.	