

Mats Liljerehn

CV

Profile:

Communication and marketing consultant, with a recent successful project within telecom industry, Skills include Internal Communications, Change Management and Project Management, working for both private and government organizations.

I am a team player who enjoys a competitive environment with focus on end user needs. Driver of education and training projects. Providing advice and support to management and work groups in complex environments.



Work experience

Listed in order of relevance

Telia Company

Dec 2016 - present
(6 months)
Consultant

Role: *Senior Communicator*

Communication, change management and advisor to senior staff/management for largest and most complex program within Telia Sweden: E2E Mass Market Program – estimated turnover 498 MSEK for 2017.

Successfully responsible for **Communication structure**, long term **change management** planning – in parallel with weekly based and day to day **information operations**. Target is 250 Telia employees and some 350 consultants, and stakeholders within Telia Company.

Projects within the program includes technical and business migration, GDPR and NFR, customer focus with an omni channel perspective – and my responsibilities includes transformation, change management, communication, along with training, script writing, talking points and articles.

SOS Alarm AB

(Organization for Swedish 112)

2015-2016
(18 months)
Consultant

Role: *Communication and Change Management consultant*

Roll out of a very advanced **Skype EV** platform. Complex task completed on budget and on time with great results.

Project management for communication activities. Implementing communication and activities plan. **Key driver** for Unified communication (UC). Working closely with IT architect and project manager. Preparing all communication material and performing **on line training** sessions.

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Ericsson
2011-2012
12 months
Consultant

Role: *Internal Communications Manager.*

Global internal communications, development of communication services within Group Function Finance & IT. Working with **multiple parallel projects**, coordinating activities with related subjects - focus on **change management**, training, effectiveness end user satisfaction. Responsible for overall communications, planning and execution of activities. Assist management with messages related to goals and strategies and adapt to a communication plan and execute accordingly.

Statens Musikverk
2013
5 months
Consultant

(The Government Institution for Music Development and Heritage in Sweden)

Role: *Intranet Strategist.*

Duration: 3 work streams during 2013, approx. 5 months

Start-up of a social intranet, pre-sales activities, education/training. Adviser for adopting the service to public sector needs/regulations.

Ericsson
2008-2009
11 months
Consultant

Role: *Internal Communications Manager.*

Communicator at Group IT. Support for management and executives on communication related issues. Development of process management, organizational development. Responsible for communication plans and information storage setup.

Exportrådet
2007-2008
6 months
Consultant

(Swedish Trade Council)

Role: *Communications consultant.*

Education/training, communication development for the IT department. Main task to position IT as an internal business partner. Information storage policies. Guidance regarding communication and presentation skills to Head of IT.

Fuzzy Logic AB
2004-
Consultant

Role: *Communications consultant.*

"In-house" marketing and communication consultant . Editing external web pages. Setting up web site including branding.

AudioGraph AB
1997-
Consultant

Role: *Communication and marketing consultant.*

International sales strategy, marketing, promotional material.

GE Money bank

Role: *Copywriter.*

Promotion material for card issuer MasterCard and a Swedish retailer.

Employments

Röda Korset

(Swedish Red Cross)
Role: *Team leader*
Duration: 2014-2015 (15 months)

Team leader, fund raising street.

Ericsson

Role: *Customer Experience Manager*
Duration: 1999-2003 (four years)

Presenter, webmaster - based at Ericsson HQ in Stockholm. Visitors handling and product demonstrations. Producer for video/audio/images material.

Ericsson

Role: *Art Director*
Duration: 1995-1999 (four years)

Interactive design, printed media, web design. Project management.

1988-95: various positions within art direction & graphic design at advertising agencies, design studios and publishing houses, in Sweden and in Australia.

Education

Stockholms Universitet
2008-

Advanced Course in Education
Department of Education

Learning and educational encounters. Research in adult education and learning at the workplace. **(97,5hp)**

Thesis A future for social intranets? Exchange of experiences in physical and virtual environments (2011). [Link](#) (In Swedish with short summary in English).

Organization and Change: Dep of Education (7,5hp)

Analysis of argumentation, Dep of Philosophy (7,5hp)

Sociology I, Department of Sociology (30 hp).

KTH, 2010

(Royal Institute of Technology, Stockholm)

Digital competence and learning (8hp)

Beckmans School of
Design, 1985-88

Advertising, media and communication

Corresponding to a three-year BA degree course in communication and design (180 hp)

Secondary school,
1979-83

Upper secondary technical school

Gripenskolan, Nyköping and Rinmansskolan, Eskilstuna.

Courses

ITIL/pm3	Managing projects using ITIL and pm3, 2016 Bita Service Management
UGL	Understanding Group and Leader (UGL), 2004 Ottsjöakademin.
Media Training	Media training, 2000 Press training, interview skills, TV.
Presenter skills	Advanced Presenter Training, 1999 Presentation skills, voice training, stage presence, body language.

Courses including: Information architecture, Journalistic writing, Telecom Basics, Datacom & IP fundamentals and Mobile Data.

Other skills

Softwares	Content Management Systems (CMS): Drupal, TeamSite EpiServer and SharePoint. Microsoft Office suite. Adobe Creative Suite (PhotoShop, InDesign, Illustrato).
Språk	English, fluent. French (basic).

Personal

Date of Birth: February 12, 1963