

Magnus Eriksson

Action-oriented | Pragmatic | Structured | Communicative | Change-oriented



Specialties:

Revenue Growth | Commercial Execution | Go-To-Market | Commercial Agreements | Cross-Functional Ownership

Academic Background:

Business Administration, Master's level, Stockholm University

LinkedIn:

[linkedin.com/in/magnus-eriksson-se](https://www.linkedin.com/in/magnus-eriksson-se)

Website:

magnus-eriksson.se

Profile

Business-oriented professional with strong execution focus and established responsibility for driving change, building structure, and delivering measurable commercial results in complex environments. Combines clear decision-making with hands-on management and cross-functional alignment.

Work Experience

Contract Specialist (Consultant)

Company: IoT Open AB
Location: Skellefteå (remote)
Period: 202510-202512

Key Responsibilities:

- Contract Development
- Legal Document Preparation
- Stakeholder Alignment

Achievements: Developed a SaaS platform contract framework, creating the structure and legal proposal format for the company's SaaS offering.

Chief Commercial Officer (CCO)

Company: TH1NG AB (publ)
Location: Stockholm
Period: 202411-202507

Key Responsibilities:

- Revenue Budgeting
- Commercial Operating Plan
- Investor Relations

Achievements: Created a commercial action plan covering target markets, sales priorities, KPI follow-up and CRM structure, supporting a more results-driven sales organization.

Chief Strategy Officer (CSO)

Company: TH1NG AB (publ)
Location: Stockholm
Period: 202405-202411

Key Responsibilities:

- Corporate Strategy
- Governance and Regulation
- Investor Relations

Achievements: Structured regulatory communication and governance matters, ensuring alignment of legal documentation in capitalization initiatives.

Chief Marketing Officer (CMO)

Company: TH1NG AB (publ)
Location: Stockholm
Period: 202310-202405

Key Responsibilities:

- Brand and Market Positioning
- Marketing Performance
- Corporate Legal Matters

Achievements: Established consistent marketing communications, strengthened brand management, monitored performance metrics, and developed a new visual identity and logo.



Östervägen 16B, Solna



eriksson.magnus@outlook.com



070 873 33 20

Magnus Eriksson

Action-oriented | Pragmatic | Structured | Communicative | Change-oriented

- **Business Development Manager**
Company: GlobalConnect AB
Location: Stockholm
Period: 201903-202305
Key Responsibilities:
 - Revenue Growth
 - Pricing Strategy
 - Contract Development**Achievements:** Increased ARPU by 19% via pricing strategy and product diversification. Developed and negotiated a business agreement proposed by Service Providers as industry standard.

- **Data Protection Manager (DPM)**
Company: IP-Only Networks AB
Location: Stockholm
Period: 201805-202305
Key Responsibilities:
 - Data Protection Governance
 - GDPR Compliance
 - Internal Advisory**Achievements:** Established GDPR governance across the business area and served as primary internal contact for data protection matters.

- **KAM, Business Developer**
Company: IP-Only Networks AB
Location: Stockholm
Period: 201606-201903
Key Responsibilities:
 - Key Accounts
 - Contract Management
 - Business and Product Development**Achievements:** Strengthened Service Provider partnerships, increased platform activity, and drove cross-functional alignment through a team I initiated and led.

- **Business and Strategy Consultant**
Company: WSP Sverige AB
Location: Stockholm
Period: 201503-201606
Key Responsibilities:
 - Strategic Advisory
 - Financial and Business Modelling
 - Commercial Agreements**Achievements:** Shaped business strategies, developed financial models and investment cases, and drafted and negotiated commercial agreements.

Academic Background

2000-2007 Business Administration, Master's level, Stockholm University, Stockholm
Bachelor's Thesis:
Employee Satisfaction in Relation to Organizational Communication
Master's Thesis:
Balanced Scorecard in Municipal Operations in Theory and Practice

Other Education

2024 Rules and Regulations at First North Growth Market, Redeye AB, Stockholm
2014 Personal trainer, DS Personal Training School, Stockholm
1997-1998 Conscript Parachute Ranger, Swedish Parachute Ranger School, Karlsborg

Language Skills

Swedish: Native | English: C1 (Advanced) | German: A2 (Elementary)