Alexander Alfredsson

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PROFESSIONAL SUMMARY

Over 10 years of experience shaping digital solutions across CRM, automation, analytics, and MarTech. I've consistently focused on building what didn't exist — from launching in-house advertising capabilities to connecting sales and marketing data. By rethinking how we work, I've helped streamline operations, reduce tech costs by 25%, and support long-term growth.

AREAS OF EXPERTISE

Digital Transformation	Marketing Automation	System Integration	Workflow Optimization
Digital Strategy	Business Intelligence	Supplier Management	Change Management
MarTech & CRM	Analytics & Tracking	Web Development	RFP & Procurement

PROFESSIONAL EXPERIENCES

Senior Digital Solutions Specialist ***04/2024 – Present***
Business Sweden, IT & Digitalization *Stockholm, Sweden*

- Lead enterprise-wide digital transformation initiatives, bridging business needs with scalable technical solutions.
- Guide system architecture and vendor collaboration to implement future-proof platforms and tools.
- Drive adoption and optimization of internal digital solutions to improve operational workflows, data utilization, and user experience.

Manager Digital Channels & Platforms ***08/2020 – 04/2024***
Business Sweden, Marketing & Communication *Stockholm, Sweden*

- Strategically led the global marketing technology stack and digital channels, with a focus on scalability and automation.
- Integrated tools, analytics, and digital channels to streamline reporting, segmentation, and lead management.
- Advised 40+ international offices on digital strategy, contributing to both global alignment and local execution.
- Spearheaded the development of an in-house broadcasting studio.

Digital Marketing Specialist ***10/2015 – 08/2020***
Business Sweden, Marketing & Communication *Stockholm, Sweden*

- Executed and optimized marketing campaigns across owned and paid channels.
- Built CRM workflows and implemented marketing automation processes for global use.
- Developed BI dashboards to visualize sales, campaign impact, and pipeline performance across markets.

Product Manager & B2B Sales ***06/2011 – 08/2013***
PLAYipp AB *Gävle, Sweden*

- Led digital-signage hardware product development.
- Managed sales and relationships with public-sector clients.

Business Development **12/2010 – 05/2011**
Ural Nordic AB *Zhuhai, China*

- Sourced suppliers and components for digital-signage solutions.

EDUCATION

Bachelor of Science in Business and Economics ***2013 – 2016***
Södertörn University

- Thesis title: ”Intrinsic Equity Valuation: An Empirical Assessment of Model Accuracy”. Compared the performance of four valuation models to observed stock prices on the OMX30. Grade: Pass with distinction

Project Management ***2013***
IHM Business School

- Developed advanced skills in leading projects using both traditional and agile methods, with a strong focus on business value, leadership, and communication.

Business Management ***2012***
IHM Business School

- Gained practical knowledge in marketing, finance, leadership, and organizational strategy to make well-founded business decisions.

OTHER

Languages: Swedish (native), English (fluent), Spanish (basic)