

CV SANDRA APPLEBY

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MANAGEMENT CONSULTANT WITH 5 YRS OF EXPERIENCE AND EXPERTISE IN PROJECT MANAGEMENT AND BOARD/INVESTOR COMMUNICATION

Experience in short

My career can be divided into two phases that contribute to the experience that I have acquired.

University studies: My studies focused on the intercept between business and technology through courses in engineering, biotechnology, financial engineering, project management and business. I studied at Linköping University and at Stern School of Business in New York, one of the top-rated business schools in the US. I studied at a higher pace than my classmates and was engaged in various student organizations.

Project Manager and CEO Assistant: I have worked as a Project Manager and CEO Assistant during 5 years at MatHem, seeing the journey from SEK 450m turnover to SEK 2bn. In my role I have had three different areas of responsibilities: business development, internal improvement projects and communication to board and investors. I have been responsible for business development end-to-end, from negotiating contracts with new partners to implementation and management of the new service. The internal improvement projects I have managed have been broad and cross-functional, spanning from payment solutions, to opening new warehouses, to decreasing waste. The work with board and investors has included leading the preparation of board meeting material, high level strategy material, business plans, information memorandums to investors to attract capital injections, as well as managing larger investments and due diligence processes.

Competencies

- Management of B2C organizations
- Investor and owner communication
- Strategy and change management
- Project management
- Business and service development in internet based B2C company
- Online sales
- FMCG industry (Fast moving consumer goods)

Personal

I am a versatile person who rejoices in understanding the new and unknown. I am used to working hard in challenging environments. I mix well and cooperate fast with other people and groups. As a leader I make sure all opinions are heard and addressed to get everybody in the team onboard. I enjoy my work the most when I get to be focused and put my full drive to one mission together with the team I am leading.

During my free time I enjoy spending time with friends, family, and our dog, travelling and learning languages.

Work experience

Project manager and CEO Assistant, MatHem

2015-2020

- Business development and strategical partnerships
 - Managed creation of a wine delivery service, navigating complicated legislation and establishing new processes in logistics.
 - Established partnership with digital lock company to sell and market in-fridge deliveries.
 - In relation to above I managed the development of internal processes and technical solutions to fit the new services to customers.
- Internal process improvement projects
 - Managing a payment solutions project incl. technical development and negotiation with Klarna regarding functionality.
 - Worked with Supply Chain team to reduce food waste from 2.5% to 0.9% saving approximately SEK 10m/year.
 - Started new warehouse in 6 weeks to capture increased demand due to covid-19.
- High level strategy and business planning
 - As part of the management team I participated actively, and project managed the development of company strategy.
 - Responsible for managing production of strategy material and business plans
- Information Memorandums and investment rounds
 - Creating Information Memorandums for several large investments, e.g. Clas Ohlson investment of SEK 220m
 - Successfully managed investment process including bottom-up budget and business plan and rigorous due diligence for Kinnevik's investment with CEO absent. Investment was SEK 900m which is Kinnevik's largest initial investment to date.
- Board material
 - Managing creation of all board material in cooperation with the rest of Management team.
- Contract negotiation
 - Negotiation of cooperation agreements with new partners as well as other contracts such as rental agreements etc.
- Corporate governance
 - Working toward Kinnevik to minimize gaps in governance, risk, and compliance.
 - Managed the introduction of GDPR spanning over all departments and incl. extensive legal counselling.
- Company growth stages
 - Part of Management team in a company growing from a SEK 450m to SEK 2bn experiencing challenges in the different growth stages.

Summer intern, AUDI AG

2012

Presentation material and data analyzes at international project office of EFS

Education

MSc. in Industrial Engineering and Management, Linköping University

2009-2015

Major: Finance, Minor: Biotechnology

New York University Stern School of Business

2013

Extracurricular activities

Manager, Kårservice, 20h/week

2011-2012

- Oversaw events at the campus house Kårallen with up to 3000 guests.
- Responsibility for safety, alcohol permit, cash handling and the venue.
- Led organisations of up to 250 people.

Part of the student association Bi6, Linköping University, 25h/week

2010-2011

- Arranged dinners and parties for students at Linköping University.
 - Teamwork through working extremely close in a well-functioning team for one year.
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Others

Languages

Swedish: Native. **English:** Fluent. **Croatian:** Conversational.

Spanish/French/Italian: Beginner

Computer skills

MS Office: Excellent knowledge.

Management

Diploma from the International Project Management Association, level D

Course in practical project management from Wenell

Course in coaching leadership from Coach2coach

McKinsey Centered Leadership programme

Other

Nominated to, and part of, Kinnevik's Young Talents network for young talents who make a difference and impact by their performance and cultural contribution