

Kristina Svensson

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- Interested in opportunities in a leadership role in an organization undergoing change.
- Science communicator with experience from global organization, university, NGO, publishing and cultural institutions.
- Creative, business oriented and analytical.

KEY SKILLS

Leadership & Line Management

Leading, motivating and coaching people in formal or informal settings. Building and decommissioning teams and associations, performance management, budget and planning.

Communication & Branding

Communicating in an effective manner in different settings and with different target audiences. Tools include talks, online media and books.

Implementing branding strategies based on market intelligence. Speaking and advising on strategies for long-term talent attraction.

Cultural awareness

Working in Swedish and English languages and cultures. Working in organizations of different types and scale. Have worked in the UK and in a global company based in Sweden.

EXPERIENCE

Lava, publisher

2013 – present

Gaining valuable experience from a Swedish hybrid publisher.

Writer, Photographer and Speaker

2009 – present

Writing, publishing and marketing books via book fairs, websites and social media.

Key achievements

- Published two printed books and one e-book with glowing reviews.
- Founded Egenutgivarna, the association for Swedish indie authors.

AstraZeneca, Associate Director HR (global)

2008 – 2009

I brought recruitment and R&D oriented perspective to the global talent management and strategic workforce planning organization. I added the talent markets in US, UK and China to my analysis of how the company should brand and attract talent in the future.

Key achievements

- Gained valuable experience of working in a global organization by being the only Swede in the leadership team.
- As part of reorganization I de-commissioned my team successfully. I influenced HR management to keep all the team's tasks, transferring the tasks to new organization and found suitable solutions for all team members.

AstraZeneca, Team Leader HR (regional)

2005 – 2007

As part of the Swedish staffing leadership team I was shaping how AstraZeneca would attract and recruit in the future. My own team of five was responsible for the company's recruitment marketing, employer brand, graduate strategy and induction process. Accountable for AstraZeneca's employer brand in Sweden.

Key achievements

- Accountable for the improvement in the company's recruiting marketing and employer branding strategy. This was achieved by gathering and analyzing data from the external talent market, future business needs and internal workforce data.
- Changed the operational method of the team into becoming strategic pro-active partners to the recruiters.

AstraZeneca, Student Relation Partner (local)

2004 - 2005

Increasing the future talent pool by inspiring young people to choose a career in science.

Key achievement

- Developed and implemented a strategy for AstraZeneca student relations based on the company's future business needs. The strategy was supported by AstraZeneca's Swedish governance group.

The British Science Association, Regional Officer Wales

2004

The single point of contact for Welsh Assembly initiatives, SETPOINT, National Science week and similar events in Wales. Part-time role in combination with Education Officer at Techniquet.

Key achievement

- Stepped into the role quickly and made an impact on the organizations external relations despite my short period in Wales.

Techniquet, Education Officer

2004

Part of the public programmes team at Techniquet Science and Discovery Centre. Part-time role.

Key achievement

- Responsible for the entire summer theme, one of the most marketed activities at Techniquet and of utmost importance to gain revenue.

Science communication-projects in Sweden

1998 - 2003

I spent a number of years working with various projects involving science communication based at different institutions. Methods include science shows, exhibitions and talks. Institutions include Malmö Museer, The Swedish Museum of Natural History, The Museum of Science and Technology, and The Regional Museum of Östergötland.

Key achievement

- Finding or creating enough projects to be able to pursue a career in an area that didn't exist in Sweden at the time.

PhD student, University of Linköping

1996 - 1997

Getting first-hand experience of research in order to be able to act as facilitator between scientists and the public.

OTHER

Degrees

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| MSc Communicating Science, UK | 2000 |
| MSc Biochemistry, University of Uppsala | 1996 |

Books (in Swedish)

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| <i>Mina krönikor i Mölndals-Posten 2012</i> , short e-book | 2012 |
| <i>Förverkliga din bokdröm</i> , with Joanna Björkqvist | 2012 |
| <i>Jakten på den perfekta puben</i> , travel, Wales | 2010 |