

CURRICULUM VITAE KRISTINA SPARRE LJUNG



PERSONAL INFORMATION

- Kristina Sparreljung, born: 1967-03-18
- Address: Odengatan106, 113 22 Stockholm
- Phone:mob. +46-708-54 42 45
- E-mail: kristina.sparreljung@hjärt-lungfonden.se
- Family: 2 children, age 21 and 24

EMPLOYMENTS

- **General Secretary**, Swedish Heart Lung Foundation, 20141001 - ongoing
- **Assistant Secretary General**, Heart-Lung Foundation, 2012 - 2014
Support the GS in business development. Creating commitment and consensus on business and brand and communications platform internally and externally. Ensure that Board decisions are implemented by operational lead efforts to develop and implement the overall strategy and plans for the business. Ensure revenue targets.
- **Fundraising and Marketing Manager**, The Swedish Heart-Lung Foundation, Stockholm, October 2004 - 2014
Overall responsible for the strategy which aims to develop the business total revenue (collection), marketing and brand awareness.
Results for the first 8 years is a revenue increase from 70 million to about 234 million / per year (see picture below). A revenue increase of about 20 percent per year. The main tasks are to take responsibility for the brand, marketing and communication, advertising and marketing initiatives, product ie all revenue channels and loyalty strengthening efforts sensors (clients). Responsible for revenue and cost budget. Dense relationship with agencies, partners, suppliers, directors, researchers and European colleagues. Personnel included in the service of about 20 people and two group leaders. Member of the management.
- **Fundraising Manager**, The Swedish Heart-Lung Foundation, Stockholm, August 1999 - October 2004
Developed a basis for the existing collection and marketing efforts. Implemented methods DR, TM and requirements posed new computer system for the collection business. Responsible for the customer - and exhibition activities.
Budgetary and supervisory responsibility for about four people. Contact with clients and advertising agencies, printers, agents, agencies *Etc.*
- **Project manager and coordinators**, The Swedish Heart-Lung Foundation, Stockholm, August 1996 - August 1999. Start-up and establishment of a new international health project in Sweden; Health Path. In cooperation with the municipalities establish specific walking trails to the public in order to increase the daily exercise for everyone. Today there are about 80 loops.
Coordinator of the exhibition activities and events and to the Fund volunteering.
- **District Manager** Janne Class AB, Stockholm, Sales Manager for Mälardalen. November 1995 - July 1996. Sales of all products to opticians and its workshops excl frames and lenses. Travel service with client meetings and largely phone contact.

- **District Manager**, IMMOBILIZER AB, Stockholm, August 1995 - November 1995. Responsible seller immobilizer system for motor vehicles to dealers and workshops.

Sales through its own pre-booked meetings with customers.

- **Teachers**, Spånga Gymnasium, Stockholm, September 1992 to June 1995 Fittjaskolan, Stockholm, January 1989 - June 1991 and January 1987 - June 1987 Resource Teachers in Swedish, electrical / telecommunications engineering, English and mathematics for grades 7-9 and high school students ride first

PROPERTIES

- **Communicative, curious, driven and innovative.**

EDUCATION

Michael Berglunds, Executive program Working in Boards, 2021

Lindberg & Göthberg, Executive senior program, 2015 - 2017

Stockholm School of Economics IFL Executive, 2012- 2013

LPU, leadership through personal development

Executive MBA from Stockholm University School of Business at the Department of Business Administration, Executive MBA 2 years

EMBA Stockholm, 2010 - 2012

- Financial Statismment Analysis
- Strategy in Practice and Marketing Management - Corporate Social Responsibility
- Change management
- Global Cross Cultural Business Behavior
- Ethical leadership
- Corporate Governance
- Essay - Does the SFC-code support donor's interest?

IHM MASTER 1.5 years 2005-2007

- DIHM, Operations Management
- DIHM, Business Development
- DIHM, Personal Leadership

▪ **DIHM, Business Communication, 2 years 2001-2003**

- Business Acumen, Module 1
- Business of Communication grounds, Module 2
- Communication management and change instruments, Module 3
- The company's reputational capital, Module 4
- Communication with the market, Module 5
- Shareholders thesis, Module 6

▪ **3-year technical school Brännkyrka and Åsö School, 1984-88**

TRUST

- **World Heart Federation**, board member and treasurer 2018-2022
- **European Heart Federation**, board member and treasurer- 2015 - ongoing
- **Swedish Pharmaceutical Society**, board member 2018- ongoing
- **Swedish Pharmaceutical Society**, board member 2018- ongoing
- **Research Sweden**, board member 2015 - 2020
- **King Oscar the II jubilee foundation**, board member 2014- ongoing
- **The Swedish Fundraising Council (SFC)**, board member 2012-2018
- **The Swedish Fundraising Council** European certification training (EFA) for fundraisers at Berghs School of Communications, 2009 – ongoing
- **The Swedish Fundraising Council** Volunteer Fundraising., Course Leader for FRII's annual course in collection, 2007- 2014
- **Swedish Fundraisers**; board member 2004 - in 2008. Non-profit association for the industry fundraisers (collector) with a mandate to pursue knowledge between different fundarisers.

OTHER

- Engaged as a lecturer at the example:
- Bonnierförlagen AB
- European Heart Network,
- DR Academy
- Berghs School of Communication
- SFC seminar, NGO Fundraising

LANGUAGE

- **Swedish** - Native. Fluent spoken and written
- **English** - Good command of spoken and written.