

Lena Willoch *(born 1958)*

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EXPERIENCE (overview)

- 2006- **WILLOCH MANAGEMENT CONSULTING GmbH (Zug, Switzerland)**
Owner, CEO and Management Consultant
Consulting with focus on Process Management. Certification auditing of International companies as Lead Auditor. Training courses and seminars in Process Management, Sales & Marketing, Risk Based Assessment etc.
- 2001-2006 **Wråå Consulting AB (Alsike, Sweden)**
Owner and Consultant
Consulting with focus on Process Management. Certification auditing of International companies as Lead Auditor. Training courses and seminars in Process Management, Sales & Marketing, Risk Based Assessment etc.
- 2000-2001 **Ericsson AB, Business Unit Data Backbone & Optical Networks (Stockholm, Sweden)**
Manager EMEA Presales Engineering
Manager Solutions Development & Network Engineering
Management responsibility for approx. 30+10 persons located in Stockholm, London and US, personnel and competence development, recruitment, salary and performance review, problem management, downsizing and the daily conducting of business.
- 1999-2000 **Home with child**
For approximate 1 year, I was staying at home with my new born daughter.
- 1995-1999 **Ericsson AB, Fixed Networks (Stockholm, Sweden)**
Sales Product Owner Marketing & Sales
Parallel to other jobs, a Worldwide process responsibility for Marketing & Sales in Fixed Networks, meaning ownership and development responsibility for all EDP-systems, development and improvement projects, training courses, processes, instructions and directives. The work also included the management of budget and costs for above "products".
- 1997-1998 **Ericsson AB, Network Intelligence (Stockholm, Sweden)**
Business Manager
Sales responsibility for operations, mainly in Italy and Switzerland. In Italy activities focused on support to local sales organization, participation in customer visits and competence development of local Account Managers. In Switzerland the focus was to manage the relation with a local partner, why more focus on juridical issues was necessary, but also included support in business deals and customer relations.
- 1996-1997 **Ericsson AB, Market Operations West Europe (Stockholm, Sweden and Dusseldorf, Germany)**
Manager Marketing support Germany
Contract Manager in Germany,
Responsibility to build up a unit to support the German local office during the Telecom privatization. This included recruitment and competence development,

support at location in Germany. Contract Management for network build up and launch for one of the big new operators in Germany.

- 1995-1996 **Ericsson AB, Market Operations Europe (Stockholm, Sweden)**
Bid & Contract Manager
Managing major offerings on site for different types of customers, both traditional and technology focused incumbent operators in mainly Eastern Europe as well as new and less experienced international operators. Responsibility also for internal quality of the units offers as well as development of the offering processes.
- 1984-1994 **Cap Gemini AB, (Stockholm, Sweden)**
Consultant in Finance and Industry business areas
Participation in development projects with scope in Business Development, System Development including Design and Programming, Process and Methods Development as well as Competence development projects internally and at customers.
Involvement in creation and adaptation of internal processes for System Development, Business Development and IT-strategies as well as System Maintenance in big companies.
Project Management mid size projects at customers from Insurance, Finance and Industry. Audits of improvement programs and development projects.
Marketing and Sales of services in Business Development, Project Management and Development Methodologies.
Teaching both internally and at customer sites.
- 1982-1984 **Control Data Corporation, (Kista, Sweden)**
Programmer and Design
Mainly programming and maintenance in both a very big project, as well a smaller projects including more responsibility.
- 1981 **Arbetsmarknadsverket, (Solna, Sweden)**
Programmer
- 1974-1979 **Shorter and temporary jobs and assignments**
- Data Saab, (Järfälla, Sweden)**
Electronic Assembly
Manual assembly of printed circuit boards
- Arbetsförmedlingen, (Järfälla, Sweden)**
Operator and Assistant
Telephone answering and assisting the office Manager
- Various Car Repair shops, (Linköping, Stockholm & Märsta, Sweden)**
Junior Car Mechanic
Conducting car mileage services, change of tires and supporting more advances repairs. Some welding.
- Various Restaurants, (Solna, Stockholm, Skärholmen, Borensberg, Sweden)**
Waitress
Waitress in Restaurants and Catering events.
- RIL Valla Sjukhus, (Linköping, Sweden)**
Nursing assistant
Nursing in long-term medical care facility

1975, 1976-77 **Statens Kriminaltekniska Laboratorium (Linköping, Sweden)**
Receptionist
Managing the reception, including the telephone exchange as well as typing investigation result statements intended for trials.

EDUCATION

1979-1981 **KOMVUX (Järfälla, Stockholm, Sweden)**
High School diploma evening classes, Natural Sciences

TRAINING & COMPETENCE EXAMPLES

1974 **Gerlesborgsskolan, Stenungsund**
Drawing & Art introduction

1976 **Motala Verkstad (Motala, Sweden)**
Basic Electricity & Telematics

1976 **Motala Verkstad, Motala**
Work Safety

1977 **Ljungstedtska gymnasiet (Linköping, Sweden)**
Car Mechanics

1982 **Yourdon, London**
Structured Analysis & Design

1984 **Cap Gemini, Göteborg**
Programming

1985 **Skandinaviska Ledningsgruppen, Stockholm**
Presentation skills

1985 **Cap Gemini, Stockholm**
System Design

1986 **Cap Gemini, Stockholm**
Project Management

1986 **Cap Gemini, Stockholm**
Business Analysis

1986 **Skandinaviska Ledningsgruppen, Stockholm**
Work supervision & Presentation skills

1988 **Yourdon, London**
Structured Analysis & Design cont.

1991 **Cap Gemini, Stockholm**
Advanced Teaching

1992 **Holden, Stockholm**
Advanced Selling

1996 **Ericsson Telecom AB, Blakes Marketing**
Customer Services Marketing Program

1996 **Holden Corporation, Stockholm**
Value Based Selling

1997 **Ericsson Telecom AB, Stockholm**
Sales Project Management

2001 **Ericsson Telecom AB, Stockholm**
Data Networks Base Camp

2001 **ITQ Nordic Institute**
ISO 9000:2000 Series TickIT Auditor/Lead Auditor Training
Including IRCA Examination

2002 **Det Norske Veritas**

- 2004 Competence Improvement and Qualification Scheme for Management System auditors and Lead Auditors, Obtained grade: Auditor
Det Norske Veritas
- 2005 Competence Improvement and Qualification Scheme for Management System auditors and Lead Auditors, Obtained grade: Lead Auditor
Det Norske Veritas
 Miljöledning och grunderna I miljölagstiftningen – ISO 14001

CONFERENCES AND PUBLICATIONS

- Lectures in the Nordic countries, Europe and US for Cap Gemini AB, both in Swedish and English.
- Books and Brochures aimed at Management and Personnel involved in System Development, Business Development or IT Maintenance & Strategy.
- Lectures at conferences in Sweden and Europe for Ericsson Telecom AB.
- Recognitions at a Technical expert of Cap Gemini Europe for the years 1988 and 1989. The recognition was given consultant that was frequently requested for lectures, offerings or customer presentations in other countries.

PERSONAL

Fluent in Swedish (native), English, Good Italian, Some German.

Grew up in the south of Sweden where I finished the basic 9 year education. After school spending one year as an Au Pair in Milan, Italy, this was a great experience. I was moving to Stockholm at the age of 19. While supporting myself, I got part time or evening education for High School Diploma at the KOMVUX. The plan for further education was laid aside, since I got a job as Consultant.

A broad musical interest gave me a reputation as a party fixer and disc jockey. The music interest is still there, however more on a private level.

My interest in Art & Decoration has driven me to fulfill several renovation projects, 3 apartments and 2 houses. Both houses was old (1907 villa and 1825 mansion) and gave me a deep knowledge in work procedures, materials and traditional way of building, as well as room and furniture design.

After moving first to France, later to Switzerland, I took up downhill skiing and now recently also tennis. As an enthusiastic amateur photographer, I'm owning several cameras both automatic and SLRs, which I use frequently. Result will then be used in musical slideshows or other projects. I'm also an interested and active user of Photoshop. I have done several small projects, and still do, like school yearbook, articles, business cards, company newsletters etc. and can quite well manage graphical software.

I'm now active in the management of SWEA, Swedish women association of the German speaking Switzerland, as well as in the International school of my daughter, where I participate in activities like reading support.

I have a PADI scuba license – together with my husband, with whom I also have an 9 year old daughter. I'm also proud of 3 beautiful stepdaughters (19, 17, 12) from my husband's first marriage who visit regularly.