
CURRICULUM VITAE NILS MARTIN PALACIOS ERIKSSON



Martin Palacios
1974-05-12

martin@palacios.se
+46761108901

Wollmaryskullsgatan 3
118 50 Stockholm

The good life is built with good relationships

Senior adviser and transformation leader with strong strategic skills and service management focus. 19 years experience from projects transforming organisations. Mainly within digital business development in marketing and sales.

I value intentional simplicity in thoughts, actions and relations. I am goal orientated, analytical, diplomatic, calm and balanced. I excel in strategic leadership, change-, project-, and service-management with multiple stakeholders and high complexity.

Your weapon of choice when you need strong customer focus, high strategic comprehension combined with a boots on ground mentality.

Over the next years I want to have fun, do things that are hard and grow together with many talented peers that excel in their tradesmanship.

Experiences

ADVISER, LOCAL GROWTH, STOCKHOLM **2012–PRESENT**

In Local growth I provide adviser services on client focused leadership and business development as interim manager. This mostly includes helping customers to understand the practical implications on their company of digitalisation, globalisation and sustainability. My mission has been to help my clients in adapting to this new landscape without losing focus on profitability or customer perceived value.

Gained knowledges and experiences

During my time at Local growth I mastered the skills of strategy, both in terms of methodology and implementation. I have further developed my leadership skills and in my role as adviser.

STRATEGIST, VEIDEKKE BOSTAD; STOCKHOLM **2008-2012**

Veidekke Bostad AB develop properties in Stockholm, Öresund and Göteborg. My role as strategist included responsibilities to set up a brand logic, systematic marketing and sales routines for the company.

The practical implications were among others;

- Implement a digital sales funnel with new CRM, new web, marketing and content strategy.
- Implementation of brand values in marketing, the portfolio and overall positioning.
- Advice the property projects on the markets perception of values and its consequences for the property branding and our offer.

Gained knowledges and experiences

During my time at Veidekke Bostad I gained overall knowledge of property development and place management. But maybe my main takeaway from that time was the importance of anchoring before decisions and multiple stakeholder value creation.

MANAGING DIRECTOR, KKAB; STOCKHOLM **2003-2008**

I managed a team of five to develop a white label mobile social network. The timing was wrong and the market window not yet open for social networks. The codebase was later acquired by T-mobile. After that the company had its main business in providing consultancy services around digitalisation of business critical functions for a few years.

Gained knowledges and experiences

Timing is everything.

PRODUCT DIRECTOR, LYCOS; STOCKHOLM — **2001-2003**

At Lycos Europe I was overall responsible for the mobile business unit. Rolling out and managing a mobile online business in 11 markets. When I left the portal had 20M registered users. It ranked as the biggest mobile internet portal in Europe 2002.

Gained knowledges and experiences

Besides a good learning in how the pan-european mobile ecology worked back then. I have later valued the lessons learned during that time from the cultural complexity of managing an international team on many markets.

PMI MANAGER, SPRAY; STOCKHOLM — **2000-2001**

As post merging integration manager I was part of a team of three that integrated acquired companies into the Spray Network. My responsibility in that team was to evaluate the product portfolio, decide what products to keep and integrate before rolling out Sprays own platform and markets.

Gained knowledges and experiences

Spray was great fun. But in the end of the day you really need to find ways to exchange the value created for ones customers to substantial revenue streams.

GENERAL MANAGER, SAPIO; STOCKHOLM — **1998-2001**

My main duties was to manage the project portfolio and the consultants working in it. Sapio was during that time a consultancy network. It is today a subsidiary to Nebis Ltd. Traded at NBS.AX.

Gained knowledges and experiences

My first attempt at running a company, enjoying the privileges of the young. Naive and without a real plan except a strong desire to “have a company”. In retrospect that ambition will get you off the ground but you really need a proper plan to know where you are going and get there. Not really something you want to do inflight.

PROJECT MANAGER, SEMCON, STOCKHOLM — 1997 -98

At Semcon data and Semcon Education I managed projects related to organisational change due to early digital transformation. Among the clients was Ericsson (Implementation of MS project); Hedemora diesel (Documentation of informal management system) and Semcon education (Setting up and manage a 40 week long system developer program).

Gained knowledges and experiences

At Semcon I learned two things; Proper project management including project economy and project portfolio management. The other thing I learned from founder and CEO Hans Johansson. He knew all the names of his 400 employees. He remembered details and despite the size of the company he went to great lengths to both feel and actually be accessible for everyone. The value of not only surrounding yourself with the great people but also seeing, meeting and taking the time to engage in them is a great lesson learned early.

Education

Stockholm Universitet — Executive MBA 2015-2017

Current extra curriculum activities

I am currently mentor to two younger and incredible driven persons. An exchange that benefits my personal development at least as much as theirs.

References

References available upon request.
