

# JENNY WIDING

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Birth date 1973-09-01

## EMPLOYMENTS

### **Communication Advisor, GIBSON PR & Communications – self-employed** 2012-01 – on-going

GIBSON PR & Communications specializes in PR, corporate communications, media relations, content marketing /communication and financial communications (including IPOs) for primarily small and medium sized companies with a global reach/ambition. My role as a consultant differs a lot depending on which type of client I am working with, both industry and size vice. Most of my clients are companies within IT, renewable energy, high-tech, power electronics, cleantech, telecom, e-commerce and advanced technical developments but also FMCG businesses such as food, clothing, beverages and cosmetics.

**STRATEGIC & TACTICAL MARKETING & COMMUNICATION** - To create a unified communication in all channels that will strengthen the communication and drive business value.

- Analysis of market and target audience
- Strategic Marketing Plan
- Branding platform
- Communication platform
- Ideas and conceptualization
- The output and channel planning
- Project and production management

### **PR & IR COMMUNICATION**

- Messaging Platform & workshop
- Media training
- PR planning
- Media Communications, press releases, articles, opinion pieces and handle media contacts
- PR activities, press events and other activities
- Corporate communication and Investor relations, IPO
- Content PR and communication, such as articles, stories etc

### **COPYWRITING & GRAPHIC DESIGN**

- Website
- Ads
- Directories
- Flyers, brochures, newsletters
- Exhibition and display materials

### **Marketing Director, Basset Global AB**

2010-03 – 2011-12

I held the position as the Marketing Director at Basset AB, owned by Kinnevik Industrial group. Basset offers telecom operators software solutions to manage inter-operator billing, fraud management and revenue assurance - solutions that will ensure that the operator may charge for the traffic that occurs in their network. I built up the marketing and communication platform from scratch, as there hadn't been role like mine previously. I had the total responsibility of all marketing and communication, both internal and external worldwide – from setting the strategy and to convert it to tactics. The major work was to lay the foundation for how Basset should communicate, develop strategic and tactical plans for all internal and external communication, in order to create a unified communication and start the process of building the brand. This was an incredibly challenging and rewarding role where a large part also dealt with educating the management in marketing and communication. The company operates worldwide, with installations on every continent, with the result that the communication was also aligned along their respective markets.

- Corporate communication, strategic & tactical
- Internal communication – strategic & tactical
- Brand Management , Product Marketing
- Public Relations
- In-house Ad agency - AD/Copy
- Budget responsibility

**PR consultant, Spotlight PR**

2008-07 – 2009-12

As a PR consultant I was responsible for helping clients with strategic and tactical communications, both internally and external, but also to help them get as much publicity as they could. My clients were mostly within IT and telecom, from larger to smaller firms, but all with the need of strategic advice and hands-on help.

- Account Manager
- Project Management
- External & internal communication – strategic and tactical
- Brand Management
- Corporate communication
- Media relations

**Marketing Communication Manager, Global – NORMA Group**

2007-06 – 2008-08

I worked as a Global Marketing Communication Manager for an industrial company, NORMA Group, responsible for the marketing and communication, such as brand strategy and management, internal and external communication and the production of all print material and adverts. Two companies were merged together to build Norma Group, two old family-owned companies, one Swedish and one German. So, the first thing to do was to build a new communication platform, take the best things from each company and start the change management process. This was a very challenging and interesting period as everyone isn't fan of changes, so I had to implement the changes quite smoothly. We also bought a company in the US later on, and the experience we got from the first merge helped us a lot the second time. I built and organized a global marketing communication function and an in-house advertising agency, to ensure that we communicated as uniformed as possible world-wide with all the different brands.

*Stockholm/Frankfurt*

- Develop, manage and implement strategic & tactical Marketing & communication plans
- Sales Management, Key Account Manager in Norway
- Corporate Communication & PR
- Printings and Graphics - internal AD agency
- Brand Management
- Project Management
- Budget Management
- Analysis and evaluation of marketing and communication activities
- Personnel Management

**Marketing Manager, Bosieboo Ltd.**

2006-04 – 2007-06

I got the opportunity to work in a start up company that developed and market peace of mind products for parents. We launched a web store business in June 2006 and with excellent PR activities in Sweden and Britain we built a brand in both countries quite quickly. The idea was quite simple; let parents be a part of the development process, let them send in their ideas to us – and if we were able to – we designed and developed a few prototypes which the parental group then could evaluate. By doing this – we had a lot of parents talking about us, being ambassadors for Bosieboo Ltd – a fantastic PR and word-of-mouth campaign. But though we were able to build a brand, we didn't sell enough through our web store – it took longer than the founders had expected – and the money ran out. New money came in, but by then the whole idea of building a top brand, products that were designed and with good quality was changing – so it wasn't what we had worked for and we were two in the management leaving, one founder and me. But it was a wonderful year and I still see it as a very educational period of my career. This was the first time I started to build a business and a function from the beginning – from setting the strategic plan and taking it to activities.

*Stockholm/England*

- Develop, manage and implement Marketing & PR plans
- External Communication & PR
- Brand Management
- Sales Management
- Product Development
- Analysis & evaluation of marketing and communication activities

**Marketing-, Events & Concept Store Manager in Stockholm, Oriflame Cosmetics**

2004-11 – 2006-03

A few months after my two yearlong education at IHM Business School, I got the position as Marketing-, Events & Concept Store Manager

at the Oriflame. At the concept store, the only Oriflame store in the world, we held meetings and PR activities for invited guest around the world. I also arranged PR activities in Stockholm and built partner relationships/sponsoring agreements with other strong brands, just to build the brand awareness in Stockholm.

- Brand Management
- Market the Oriflame Concept Store
- Marketing and Event Plans
- PR activities
- Personnel responsibility, accounting etc. for the Concept Store

#### **Marketing & Sales Coordinator, Logitech Europe**

2001-08-01 – 2002-03-15

As Marketing and sales coordinator, I handled all the sales and marketing activities in the Nordics, from events to supplier chain activities and merchandising. A part of my role was the continuous contact with the PR agency and copywriting, translating and proof reading of all the printed communication in the Nordics.

#### *Stockholm*

- Marketing and PR activities
- Translations and copywriting
- Merchandising & Sales administration
- Technical support and service towards resellers and distributors

## EDUCATION

#### **IHM Business School**

2002-10-01 – 2004-06-30

#### **Bachelor in Business Administration, Marketing Programme, 80 credits**

- Strategic & tactical marketing
- Business Development
- Leadership & Management
- Controlling & external accounting
- Marketing Law

#### **Sälj- & Marknadshögskolan/Umeå Universitet**

2000-01-04 – 2001-06-30

#### **Sales and Marketing Programme, 60 credits**

- Strategic & tactical marketing
- Project Management
- Leadership & Management
- Controlling & external accounting
- Sales Management

## COURSES

- StyrelseAkademin, certification In Board work - Right Focus in Board work (SME)
- Berghs School of Communications – Copywriting for Professionals
- Forsbergs School of Design - Graphic Design
- Företagsekonomiska Institutet - Accounting
- Schartau Higher Economical School - Accounting and Business Law

## LANGUAGE SKILLS

- Swedish – native
- English – very good, oral and written

## COMPUTER SOFTWARE SKILLS

- Microsoft Office – Very good
- Mac OS – Very good
- InDesign – Very Good
- Photoshop - Good
- Adobe Acrobat – Very Good
- Several Martech/Web publishing software – Very Good

## CHARITY WORK

**PR-responsible - part-time, Team Rynkeby – God Morgon Täby**

2018-10 – ongoing

PR assignments for a charity cycling project, Team Rynkeby – God Morgon Täby. Together with 2,100 participants from the Nordic countries, Germany and Switzerland, we raise money for children with critically illnesses. In Sweden we raise money for the Swedish Children's Cancer Foundation .