

Jonas Åkerlind

Born 1968

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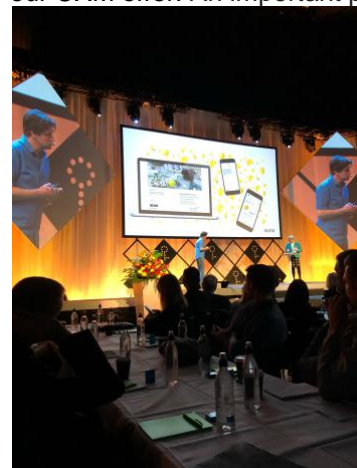
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Portfolio: <https://jonasakerlind.com/> (not updated since 2011)

Summary

For almost 30 years I have worked as a copywriter and creative director focusing on building brands by engaging people. The last 20 years my work has been about guiding companies in their digital transformation, using their data as my true compass. Currently I'm a creative director at Columbus, an IT-company where my main focus is creating



our CXM offer. An important part of the job is to set up a creative culture within the company, coaching colleagues in building their own strength and creativity. To improve my leadership skills, I have educated myself to become a coach at the HumaNova Institute.

Prior to Columbus I worked as a Marketing Manager at Voyado, an advanced loyalty system so user friendly that companies can steer their customer journeys on their own.

I have a proven track record of award-winning campaigns and has served as chairman of the jury for Guldnyckeln, the leading contest for data driven and direct marketing in Sweden. I have also been a key note speaker on various events.

In addition to my employment, I run my own company Rekommendationsbyrå (The Recommendation Agency), where I help companies creating brand strategies and communication that aim to increase their customers will to recommend.

Education

2019	UX Writing, Berghs School of Communication
2017-2018	Coach, HumaNova
2015-2016	Personal Development, HumaNova
2014	Content Marketing, Berghs School of Communications
2010	IMA, Academy of Medical Science
1997-1998	Scriptwriting, Medborgarskolan
1994-1995	DRMI Copywriting, Berghs School of Communication
1993-1994	Advertising, Berghs School of Communication
1990-1991	Film Science, University of Stockholm
1985-1987	Social studies (high school), SSSL

Work experience

2018- now: Creative Director at Columbus

Columbus is a global IT services and consulting corporation with more than 2 000 employees serving more than 5 000 customers worldwide. We a comprehensive solution in combination with broad and deep knowledge, technical expertise, industrial expertise and customer insight. My role as a CD is to ensure that our CXM offer is top notch, coaching our CX and UX team into deliver innovative business critical solutions and great customer experience.

2017- 2018: Marketing Manager, Voyado

With an efficient loyalty system, brands get better opportunities to create effective loyalty work. Voyado is a loyalty system tailored for retail and e-commerce. I was in charge of PR, internal and external events, CXM and marketing strategies. Key note speaker on customer loyalty events.

2014 – : Creative director, Rekommendationsbyrå

Consumers are in control of brands. Therefore, all brands need stronger focus on creating great customer experience, and people at Marketing-, Sales- and CRM- departments need to work together to maintain a customer focus. In 2014, I founded the Recommendation Agency, where I assist advertising agencies and in-house departments in creating brand strategies, communication concepts, CXM strategies and sales-driven communication. The top goal is to increase customers' will to recommend.

2012-2014: Creative director, Kaplan

Kaplan is a company specializing in Loyalty Management. They conduct their business through data-driven marketing, customer insights, analytics, customer strategies and CRM systems in combination with both creative and strategic dialogue. As Kaplan's creative director, it was my responsibility to ensure a high creative level to maximize customer interaction and loyalty. Staff responsibility for seven people and part of management.

2007-2012: Copywriter, Ogilvy

Working as copywriter B2C and B2B, for brands such as IBM, Astra Zeneca, Swedish UN, SAP, Kraft Foods, Dustin, DHL.

2006-2007: Copywriter, Draft FCB

Working as copywriter B2C and B2B, for brands such as SEB, Coop, Garissa, Glocalnet

2000-2006: Copywriter & partner Tillsammans

Working as copywriter B2C and B2B, for brands such as Save the Children, Alfa Romeo, NK

1997-2000, Copywriter Cordovan

1995-1997, Copywriter CWK

Awards

Guldnyckeln (2 gold, 2 silver, 2 bronze, 2 finalist)

DMA Echo Awards (2 gold, 2 silver, 3 bronze, 1 finalist)

Mixx Awards (1 gold)

Art Directors Club Tomorrow Awards (finalist)

Guldägget, Epica (finalist)

Merits

Member of board of directors at Mediainstitutet, 2018-

Chairman of the jury 2012-2014, Guldnyckeln

Member of the jury 2011-2012, Guldnyckeln

Member of the jury DMA Echo Awards, 2009, 2011

Speaker at Guldnyckeln, Retail Breakfast Club and other events