

# Mrs. Elisabeth Back

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Kingdom of Bahrain



## BRIEF PROFILE

- An experienced leader 30+ years within the field of innovation, branding, product management and marketing. Has successfully developed business and teams in international organisations for B2C and B2B brands.
- Leadership of multi skilled teams of up to 150 people. Has been part of international management teams and member and chairman of board.
- Exposure from international organisations in personal and home care, wine and spirits, lighting of public space, market research and consulting.
- An entrepreneur now running her own business focussing on supporting organisations in developing teams, brand strategies, innovation road maps and marketing plans.
- Holds a Bachelor in business administration, a Certificate in Board Work from Styrelseakademin (Academy for Board Work) in Stockholm and is an Associate Certified Coach, Coachutbildning Sverige AB (Coach Training Sweden)

## PROFESSIONAL EXPERIENCE SUMMARY

- **Aug 2016 – present: B2Bloom Branding, Innovation and Marketing, owner and CEO, consultant and interim leader.** Brand, innovation and marketing strategist and advisor, team trouble shooter and facilitator, coach and mentor. Projects for Hultafors Group (owned by Latour same as Fagerhult), Zound Industries start up in music/design, broadband/tv/telecom company.
- **Lecturer, Mentor and Experiential Facilitator in Branding, Innovation and Marketing**
- **Subject Matter Expert in Channelling Leadership mastery through Innovation**
- **Jan 2011 – June 2016 Fagerhult, Head of Products & Bands, member of Group Management Council, Chairman of the board for Fagerhult Retail AB and board member of Atelje Lyktan.** Leading European lighting company that provides professional lighting for the public space. Designing and leading the newly formed Products Brands team in setting and implementing brand, innovation and marketing strategies and concepts. Developed a Team of 150 to exceed P&L profit and loss accountability of 160 million euros.
- **2007- 2010 The Absolut Company, Director Global Consumer Insights and Innovation, Director Global Consumer Insights and Strategic Planning.** The Absolut Company is part of Pernod Ricard, the second largest wine and spirits company in the world. Created insight platform for brand building in terms of global

consumer segmentation and future insight. Created innovation strategy for Absolut, Kahlua and Malibu brand and beyond brands. Absolut Elyx launched as a “silver bullet” in the super premium category.

- **2003-2007 Henkel Norden AB, Marketing Director and member of Nordic management team.** Henkel is a FMCG company marketing products for personal and household hygiene. Responsibility for sales and profit for the Nordic region (turn over 60 million euros, marketing budget 25% to NS) and leadership over the Nordic marketing organisation. Turned business decline to 25% growth and regained market leadership. Also turned team from low level to among highest globally in internal employee satisfaction studies.
- **2002-2003 IHM Business School, Teacher and Tutor** Teacher and tutor giving classes in market analysis, market strategies and branding and coached students in assignments based on case studies.
- **2000-2002 Adcore Corporate Advisor, Consultant.** Adcore is management consultancy company. Strategy consultant in the field of marketing and branding.
- **1997-2000 TNS, Senior Consultant, Manager Stockholm office and member of management team.** International market research company serving many different industries. Grew business by increasing customer retention and gaining new clients.
- **1987-1991 and 1994-1997 Colgate Palmolive, Marketing Manager and Nordic Team Leader, Brand Manager, Trainee.** International FMCG company. Grew Colgate brand from 25% market share to 35%. The brand Respons was re-launched with a 50% sales increase as a result.

### **Professional Qualifications**

- Digital Leadership, Berghs School of Communications, Stockholm 2017
- Certificate in Board Work from Styrelseakademin (Academy for Board Work), Stockholm 2015
- Associate Certified Coach, Coachbuilding Sverige AB (Coach Training Sweden) 2008
- Studies for Master's Degree in Marketing, Kingston University, UK 1994
- Bachelor Degree of Science in Business Administration, Uppsala University, Sweden 1987

### **Personal Interests**

- Mother and friend of two grown up children. Spending time with family and friends.
- Enjoys an active lifestyle and loves outdoor sports such as skiing, hiking and canoeing
- Enjoys literature and reads a lot. Loves art and has started painting.
- Recently moved to Bahrain and enjoys learning about the local history and culture.