



PERNILLA HURTIG

Client Development Director at Verisec

I am a driven, motivated, self-going person that worked with sales, business development and leadership with a proven track record for the past 30 years.

EDUCATION, COURSES & CERTIFICATIONS

2017 Leadership Training, Lets Grow
2009 Sales Training, Humagic
2009 Business English, EC
2007 Self-management training
2006 Sales Training - Consultative Sales
2001 Project Management, FEI
2000 Mics, customer database
1999 LOTS education
1999 Accept Sales Training -
Consultative Sales
1999 Dipl. Marketing Economist, IHL &
Järfälla Komvux
1989 Cambridge, English Studies
1986-1989 3-year financial program,
School of Falun

CONTACT

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INTERESTS:

Travel
Food & wine
Horse & dog
Hang out with friends

EMPLOYMENTS

Client Development Director at Verisec 191001-Present

- Job Description: Freja eID is one of Verisec's strategic product goals for creating a digital ID which opens new opportunities for anyone in the process of taking their digitalisation to the next step. Freja eID is a simple, user-friendly and secure e-ID for everyone.
- It can be used both for authentication and signing in different environments, eg signing a contract, login into Office 365 or approving an online Mastercard transaction (PSD2 complaint).
- Responsible for building and maintaining a relationship with our customers and partners. Making sure that our customers have the best onboarding processes.
- Member of the steering committee for Freja eID development, coordinating the development in Belgrade with the sales office in Stockholm.
- In my responsibilities also includes acquisition of Freja eID end users. This to increase the number of number of users. This also includes to set a structure for relevant KPI:s (when, where, how, what).

Head of Loyo/Co-brands - Resurs Bank 151002 - 191001

- Job Description: Head of Loyo / Cobranded cards. Loyo and Loyo Pay is an application for credit cards, gift cards and loyalty cards where Resurs Bank's customers can collect all their commitments, apply for credit and credit increase and pay in store (NFC/MCBP) using MDES and online (Masterpass). Loyo is one of Resurs strategic goals for creating digital business solutions.
- Nordic responsible for Loyo & Cobranded cards including sales, business development, negotiations and P&L. Being flexible, adaptable and innovative in order to meet customers' demands and find solutions for them.
- Examples of customers: Nowo, Lufthansa Miles and More, Din-X and British Airways.
- The work involves P & L responsibility, staff responsibility, procurement and negotiation of new card programs, lead and coach to take leading position in the market. Strategic planning for marketing.

MORE ABOUT ME

BORN:
1970-11-21, Swedish Citizen

ADDRESS:
Grönvretsvägen 1A
SE-177 40 Järfälla
SWEDEN

LANGUAGE:
Swedish, native language.
English, medium / advanced

MARITAL STATUS:
Married
2 children 26 and 25 years old

OTHER QUALIFICATIONS:

Coach at Järfälla Simsällskap
Purchasing Manager Järfälla
Simsällskap
Chairman of the Co-operation in
Sälenbyn, Mora
Hurtig Horses AB, board member

REFERENCES

Upon request

- Drive, adopt strategy and go-to-market plans for different payment solutions for Resurs Banks partners: Private label cards, Mastercard, MDES, Masterpass, Electronic invoice e.g.
- Member of Payment Solution management team and Office Manager for the Stockholm office.

Sales Manager Card - Marginalen Bank

110601 - 151001

- Job description: Main responsibility for acquiring new card customers to the bank. Identifies and launches new cost-effective sales channels. Is actively working to find new partners for cards with the specialty of loyalty and increase spending. For example, Co-brand launched with football club, from start to finish, launched and implemented effective card acquisition tools (iPad solution), marketing, sales strategy.
- Financial responsibility for the bank's card business. Responsible for the company's cross-sell. Included in several of the Bank's steering groups.

Group Manager - Nordea

100501-110531

- Job Description: 24H Blocking/Suspension of Nordea's All Cards, Layout of New Cards, Security Check, Emergency Cash, Working for Lean, Liability for Dedication. Staff responsible.

Key Account Manager - Business Card, First Card / Nordea

090401 - 100430

- Job description: Planning customer visits, customer relations, UC control, liquidity analyzes,
- Implementation, e-invoice solutions, financial advice, business support / coaching to different sales departments at Nordea's bank offices, management issues, business model, customer training, contract management, research, new customer processing.

Key Account Manager - Travel-related Sales, First Card / Nordea

040801-090331

- Job description: Partner research, how should the business look, where both will earn Money, contract management, technology in the different systems, business model, "sell" the deal both externally and internally, implementation, customer training, included in the steering group, included in the partner's market council, marketing materials

Business Manager - Cobrand, Nordbanken Finans

030102-040731

Key Account Manager - Cobrand, Nordbanken Finans

010801-030101

Key Account Manager – Private cards & Private loans Nordbanken Finans

990401-010731

Sales Manager – BrieCo

961001 - 990326

- Managed a team of 17 people, sales responsible, P&L responsible, staff responsibility

Key Account Manager Delicatessen - Fresh Commodity

900115 - 960930