



CARL BERGENDAL

SALES & ENGINEERING MANAGER

PROFILE

A pragmatic team player with international experience from different industries and cultures acting as head for global sales, partners and engineering.

I have managed teams, customers and partners in Europe, United States and Asia working directly with many of the top Fortune 500 companies.

My background in Software covers documented skills in cloud-based services used within automotive, medical and IoT services.

CONTACT

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Stockholm, Sweden

CHARACTERISTICS

Strong communication skills •
Collaborative • Problem Solving •
Leadership • Multi Cultural •
Excellent Organizational skills •
Poised under pressure

EXPERIENCE

CONSULTANT, STONY PLAIN CONSULTING

AUGUST 2020-PRESENT

Helping customers to develop and expand business.

UXStream – A startup company that develops SW and HW within the 5G application area. I help the company developing business with network operators and infrastructure suppliers.

Touch Display Research – I am the Sales Manager of the California based research company. Selling and making market research in touch and display technologies.

EXECUTIVE VICE PRESIDENT OF SALES, NEONODE

JANUARY 2018-JULY 2020

Head of Sales, managed the sales teams in Sweden, Japan, Korea, Taipei/Greater China and Americas and customer base of totally 75 million licenses sold.

My customers was in Automotive, Aviation, Military, Medical and Consumer industries. As the global sales manager I learnt how to work in different industries and cultures. I created a new way of working bringing the global team together as one team. I turned a weak sales pipeline into a strong list of deals and prospects. I closed Neonode's first direct automotive OEM customer in USA and the first printer deal in China. In 2018-2019 I built up a large global sales network of sales representatives, demand creation and technology partners together with our partner manager. I developed an application for holographic touchless displays in collaboration with a Japanese partner that is now highly requested as of the Covid-19 situation.

VP OF ENGINEERING, NEONODE

DECEMBER 2015-DECEMBER 2017

When joining Neonode, my primarily task was to organize the global engineering organization in Stockholm, Taipei and San Jose (CA). I implemented an agile way of working and transformed the teams from ad-hoc customer focus to a product development organization introducing a ONE-firmware approach and quality focus to meet automotive requirements. During this time, we developed and built a production line for a completely new touch and gesture sensor module. I created a support organization to face a new customer base of the standard module.

CARL BERGEDAL

SALES & ENGINEERING MANAGER

QUALIFICATIONS:

1993 MS Certified Professional.
 1997, speaker Microsoft Dev Days.
 1998, speaker Microsoft Dev Days.
 Certified Presale in Solution Selling
 Certified Sales at QlikView
 Continuous leadership training by
 Consultus AB.

EDUCATION:

Elementary school 9 years
 High school: Economics
 College: N/A as I unplanned
 started working as an IT
 professional right after high
 school.
 Military service: Head of Group at
 the Naval Base Defense

PERSONAL:

Born: 30 March 1967 in
 Stockholm, Sweden.

Divorced, living in the Swedish
 archipelago outside Stockholm.
 One grown up daughter, Frida.

ACTIVITIES AND INTERESTS

Music (playing drums) • Sea and
 Ocean • Hiking • Cooking • Travel

BUSINESS AREA MANAGER, KNOWIT STOCKHOLM AB

FEBRUARY 2012-NOVEMBER 2015

I completely restructured the Microsoft business within Knowit and built up a new profitable Digital Solutions (DS) business area of about 40 project managers, architects, UX designers, software engineers and MS Dynamic CRM consultants. In my role, I was a member of the Knowit's management team and Partner Manager of the Microsoft Partner Program.

I closed one of Knowit's major project deals in 2014, developing a complete life reinsurance system to a US customer.

VARIOUS POSITIONS, SOFTRONIC AB

JANUARY 1997-JANUARY 2012

2006-2012 Business Area Manager

Building up a new business area of project managers, developers and business consultants with focus on Dynamics CRM, QlikView and various IT Services in .NET and Azure for the Automotive and healthcare industry in Europe.

2002-2006 Management Consultant

I had a number of assignments such as Technology Group Manager at NCC Constructions and as IT manager and Solution Architect in the academic event business.

1997-2001 Business Area Manager

Running my company Advecta as a subsidiary of Softronic. As a BAM I reported directly to the CEO.

CO-FOUNDER/IT PROFESSIONAL, ADVECTA AB

1989-1996

In March 1989, I and some colleagues from Valhall Data AB, founded the IT company Advecta. During the early 1990s, we were one of the first six companies in Sweden to become a Microsoft Solution Provider.

My roles covered working as a technician, developer and project manager. My customers were in Sweden, Denmark, Belgium, Holland and England.

IT PROFESSIONAL, VALHALL DATA AB

1985-1989

Starting in the finance department working on the accounts receivable, but quickly turned into the Tech related work. I did customer training classes and developed a number of IT systems for customers in project teams and solely by myself.