

Consultant profile

Bernt Gunnarson



Introduction

- Consulting with *business development* and *aftermarket* in focus
- Long operative experience from both small and large businesses
- 20 years of global experience in marketing and sales within the B2B industry
- 10 years of experience in leading and developing B2B aftermarkets
- 15 years of management and leadership experience, personnel and budget responsibility
- 4 years experience as an independent consultant with a broad range of missions

Strengths

- Long own operational experience. Advice is based on practice rather than theory
- Know the engineering industry; easily familiarize with businesses and build trust at all levels of the organization
- Width in previous assignments and positions; is confident in discussing a broad range of topics such as purchasing, logistics, technology, organization, sales, marketing, strategy and contractual/commercial conditions
- Excellent and well documented results, all customers are great references
- Helicopter perspective and analytical skills; quickly sees the big picture and knows how to break it down into specific goals and actions
- Social competence; knows how to interact and build trust at all levels

Examples of consulting assignments in the period 2010-2014

- Growth and integration aftermarket, project manager. Global, world-leading group. Responsibility of integrating an acquired medium-sized global manufacturer within the offshore industry and create growth. Resulted in organic growth of almost 400% over 3 years
- Growth aftermarket, project manager. Medium-sized manufacturing company with a global service. Got a free hand to develop the business for increased profitability and customer satisfaction. Orders increased 80% in just over a year and customer satisfaction improved significantly
- Benchmarking study for a world-leading company. Compared them with 4 major global companies within the marine industry. Comprehensive report with suggestions for actions
- Campaign for a new service product, project manager. Managed the entire campaign with new sales materials, new website and direct mailing. Copywriter for most of the material
- Hired as a part of the management team for a group of machine shops in Skåne, with responsibility for collective marketing and business development.
- Several marketing studies, such as the mapping of commercial ports in Latin America
- Identified potential synergies when a global service company was acquired
- A number of plans, strategic documents and organizational issues in various fields
- Defined and documented sales and order processes before a CRM system was implemented
- Analyzed customer and order history to find way to improve profitability and market shares

Typical duties as a consultant

- Organisational issues, coaching, recruitment
- Product and service portfolio
- Analyze, document and improve internal and external processes
- Marketing through printed materials, websites, articles, presentations and mailings
- Proactive sales efforts and KAM thinking
- Commercial/legal business conditions, quote and contract templates
- Pricing, inventory
- Review of agents, resellers and distributors
- Market studies, benchmarking, SWOT analyzes and other surveys
- Advisor for Mergers & Acquisitions, integration and major change projects.

Examples of previous positions in industry

- Business unit manager Service, BMH Marine. World leading on port cranes. Global service. Remade the organization, mode of operation and offers. Personnel and budget responsibility, part of the management team and part owner. Achieved organic growth of about 190% in less than 3 years.
- Business development manager Global service, MacGregor. World leading on ship cranes and hatch covers among others. Was responsible for a number of growth projects in a global service organization with approximately 1000 employees and 2000 MSEK in revenue.
- Division manager, MacGregor Lashings. Responsible for leading and integrating two acquired companies, former global and leading competitors.
- Product line manager, BMH Marine. A position that overbridged the company's divisions for engineering, sales and after sales.
- Export salesman, sales manager, BMH Marine. Project planning, calculation, sales and negotiation of complex port terminals. Private and public sector customers, small and large.

Network

- Professional network with expertise in specific areas such as logistics, production planning, IT project management, procurement of IT systems, web and design, branding, marketing
- Board member Företagarna Ängelholm, angel investor Connect Skåne and ALMI Delfinerna, member Styrelseakademien
- The idea game: A new and effective way of brainstorming, generate lots of ideas and solutions in a short time! Educated games leader and provides all materials
- Owns and operate the AftermarketGuide.com, an information portal for the service industry

Want to know more? Great! Please follow these links:

- E-mail bernt@naviro.se , profile at [LinkedIn](#) , websites naviro.se & aftermarketguide.com